1944

CONTINUING AUDIT
OF
MARQUEE VALUES

NUMBER 20

Based on Interviewing
Conducted in November, 1944

AUDIENCE RESEARCH, INC.
Princeton - New York - Hollywood

This report from Audience Research, Inc. shows the relative ticket-selling power at the boxoffice of one hundred and thirty-nine motion picture actors and actresses as measured by ARI's Continuing Audit of Marquee Values. The Marquee Value reported for each player is the percentage of moviegoers interviewed in a nationwide cross-section* survey who say that the name of that player on the front of a theatre would make them want to buy a ticket.

Because the Audit is continuous, it reflects the effect of each picture upon a star's Marquee Value. It likewise describes the following of each star. That is, it shows whether the star's greatest strength is among men or women, young or old, city dweller or farmer, and so on. This information can be of great value in casting.

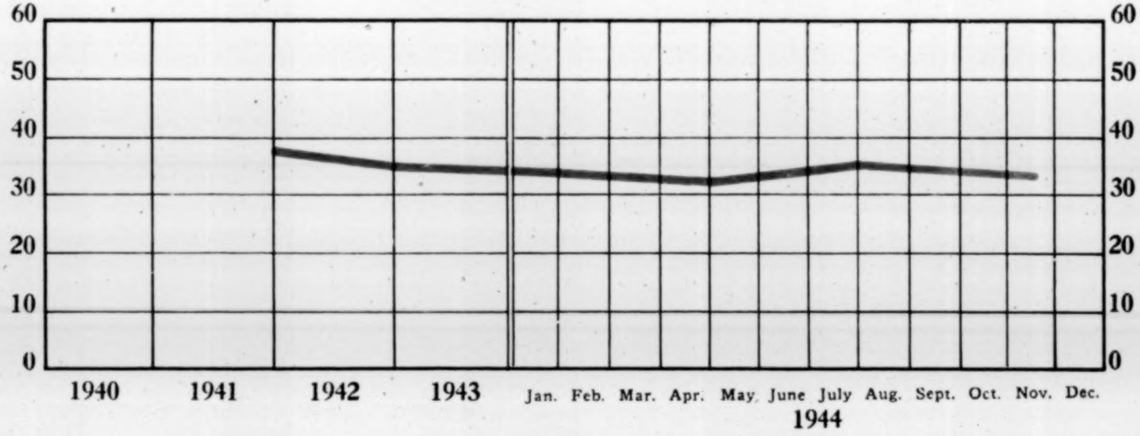
Many other sources of information about the relative drawing power of players are available, and they are useful up to a point. The boxoffice is of course an indication, but the boxoffice results cannot reveal how much of a picture's performance was due to the star in question and how much to other players, how much to story, to direction, and so on. Polls based on exhibitors' reports can supply information—but exhibitors' opinions are at best an indirect and incomplete way of determining moviegoers' opinions. *ARI is organized to study the opinions of a cross-section of moviegoers throughout the nation.*

That is why we believe the Continuing Audit is the most realistic source of information available today on Hollywood personality values.

*** ARI's cross-section is actually a miniature of the national movie audience. Men and women, young and old, rich and poor, living in cities and towns of different sizes and in all parts of the country are interviewed, and the *number interviewed in each group is determined by the number of tickets that group accounts for at the boxoffices of the nation.***

ABBOTT & COSTELLO

MARQUEE VALUE IN THIS AUDIT 33.7
RANK IN THIS AUDIT: Among actors 9th
Among actors and actresses 12th



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	44.3
FEMALES	27.2

AGE GROUPS

MALES: 12-17	69.4
18-30	39.1
31-up	28.9
FEMALES: 12-17	46.5
18-30	24.2
31-up	19.2

INCOME GROUPS

Upper and Middle	23.3
Lower	41.3

SIZE OF CITY

Over 500,000	27.2
100,000 to 500,000	32.2
10,000 to 100,000	38.6
Under 10,000	42.0

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

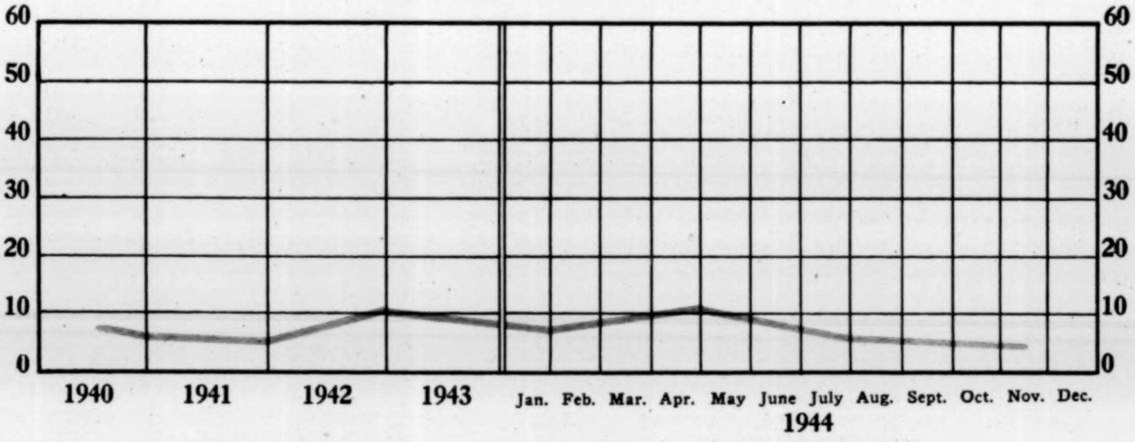
More Than Once a Week	37.7
Once a Week	35.4
Less Than Once a Week	26.8

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Brian AHERNE

MARQUEE VALUE IN THIS AUDIT 5.5
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	6.4
FEMALES	10.7

AGE GROUPS

MALES: 12-17	3.9
18-30	7.1
31-up	7.8
FEMALES: 12-17	7.3
18-30	11.0
31-up	13.1

INCOME GROUPS

Upper and Middle	11.2
Lower	7.2

SIZE OF CITY

Over 500,000	10.6
100,000 to 500,000	8.5
10,000 to 100,000	8 3
Under 10,000	6.6

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

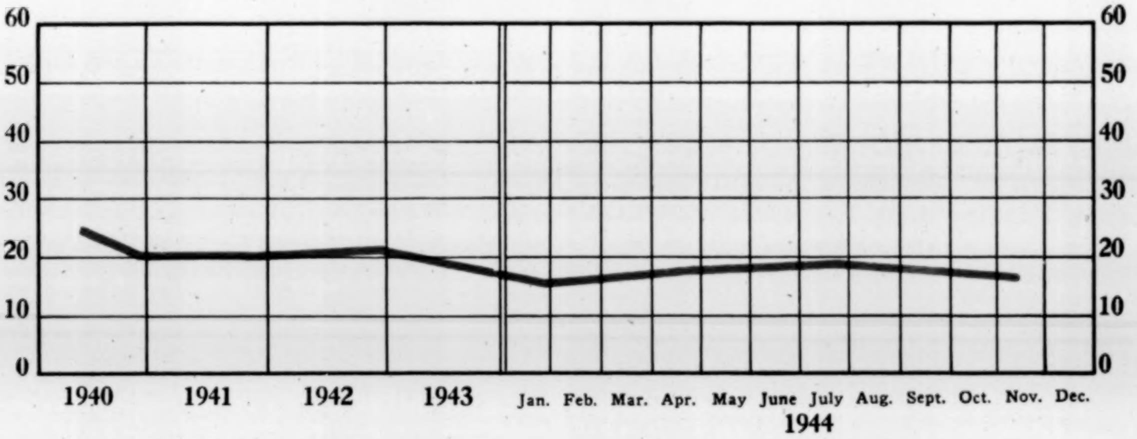
More Than Once a Week	7.3
Once a Week	9.0
Less Than Once a Week	10.3

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Don AMECHE

MARQUEE VALUE IN THIS AUDIT 16.7
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	15.5
FEMALES	16.6

AGE GROUPS

MALES: 12-17	14.5
18-30	13.0
31-up	20.4
FEMALES: 12-17	12.8
18-30	16.0
31-up	21.5

INCOME GROUPS

Upper and Middle	14.3
Lower	17.5

SIZE OF CITY

Over 500,000	13.4
100,000 to 500,000	15.4
10,000 to 100,000	19.0
Under 10,000	18.7

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

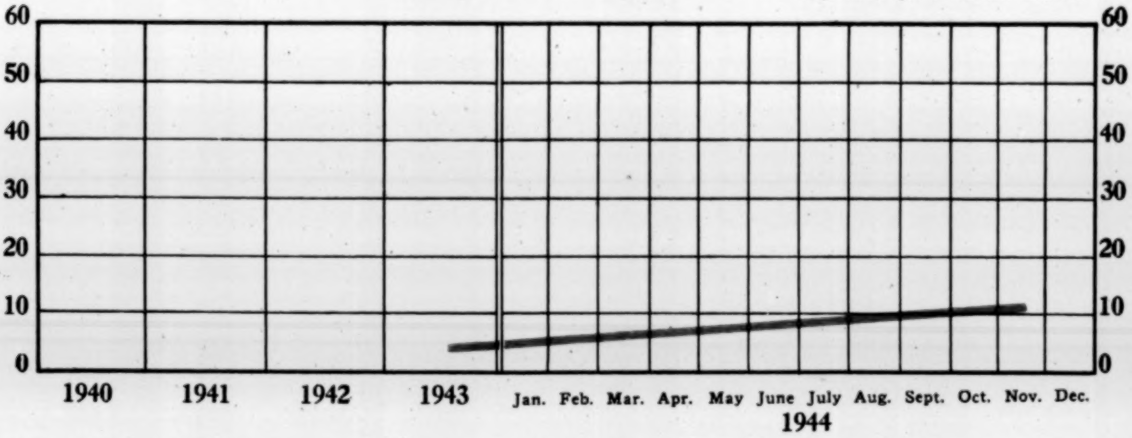
More Than Once a Week	14.5
Once a Week	17.6
Less Than Once a Week	16.6

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Dana ANDREWS

MARQUEE VALUE IN THIS AUDIT 10.4
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

Analysis of this star's rating by principal audience groups is not available for this report.

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

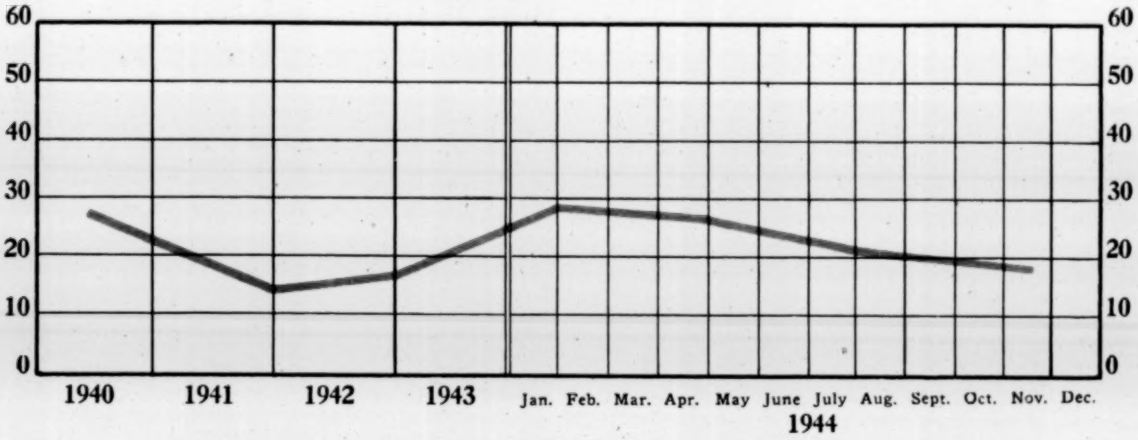
Jean ARTHUR

MARQUEE VALUE IN THIS AUDIT 16.8

RANK IN THIS AUDIT: Among actresses

Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	22.8
FEMALES	30.0

AGE GROUPS

MALES: 12-17	15.0
18-30	24.8
31-up	26.2
FEMALES: 12-17	16.7
18-30	31.7
31-up	37.3

INCOME GROUPS

Upper and Middle	32.4
Lower	23.1

SIZE OF CITY

Over 500,000	29.8
100,000 to 500,000	27.5
10,000 to 100,000	26.4
Under 10,000	19.4

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

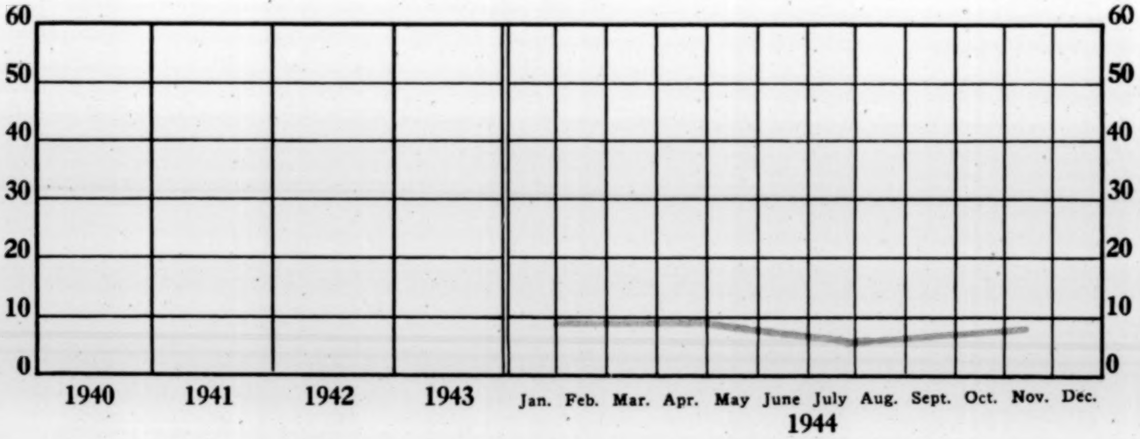
More Than Once a Week	23.1
Once a Week	28.9
Less Than Once a Week	30.7

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Ethel BARRYMORE

MARQUEE VALUE IN THIS AUDIT 8.2
RANK IN THIS AUDIT: Among actresses
Among actors and actresses

This player not among the
top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

Analysis of this star's rating by principal audience
groups is not available for this report.

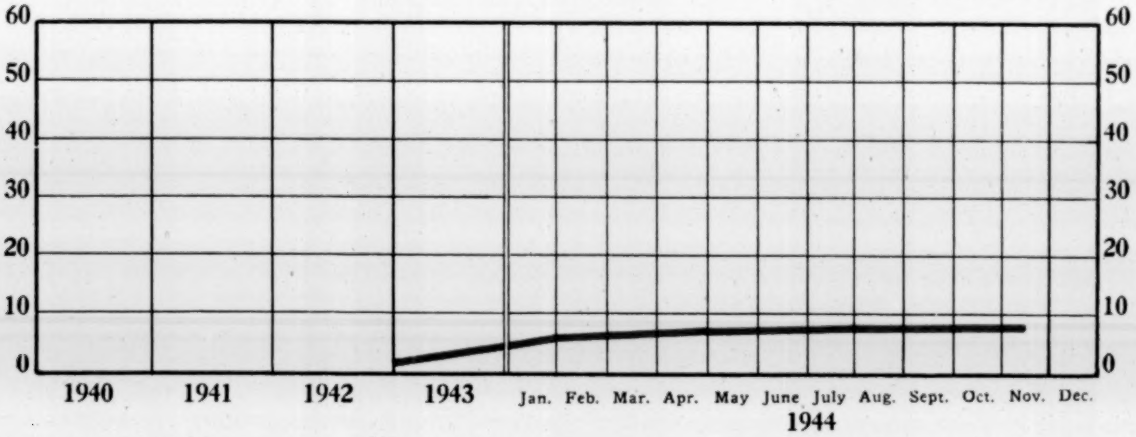
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

MARQUEE VALUE IN THIS AUDIT 8.6
RANK IN THIS AUDIT: Among actresses
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	5.2
FEMALES	6.5

AGE GROUPS

MALES: 12-17	4.1
18-30	6.4
31-up	3.9
FEMALES: 12-17	8.7
18-30	6.0
31-up	5.9

INCOME GROUPS

Upper and Middle	6.1
Lower	6.0

SIZE OF CITY

Over 500,000	5.5
100,000 to 500,000	3.0
10,000 to 100,000	8.5
Under 10,000	7.6

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	8.0
Once a Week	5.5
Less Than Once a Week	4.3

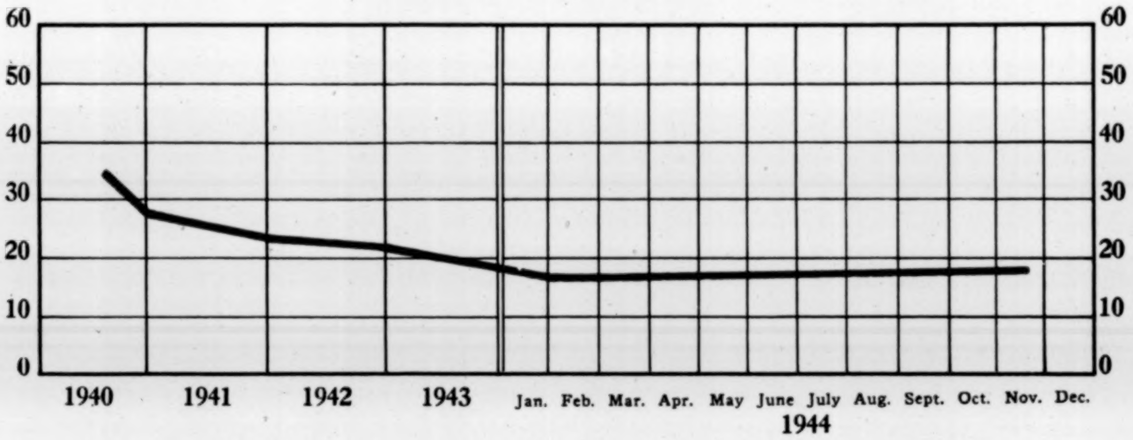
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

MARQUEE VALUE IN THIS AUDIT 18.1

RANK IN THIS AUDIT: Among actors

Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

Analysis of this star's rating by principal audience groups is not available for this report.

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

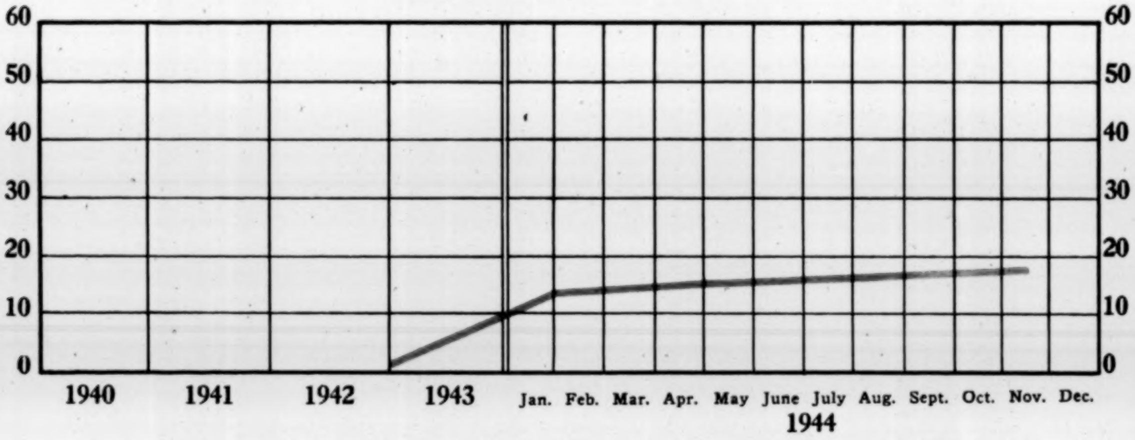
More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

William BENDIX

MARQUEE VALUE IN THIS AUDIT 18.0
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	23.4
FEMALES	8.4

AGE GROUPS

MALES: 12-17	42.0
18-30	20.5
31-up	14.0
FEMALES: 12-17	12.3
18-30	7.3
31-up	7.2

INCOME GROUPS

Upper and Middle	12.8
Lower	15.2

SIZE OF CITY

Over 500,000	16.5
100,000 to 500,000	11.3
10,000 to 100,000	14.9
Under 10,000	11.8

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

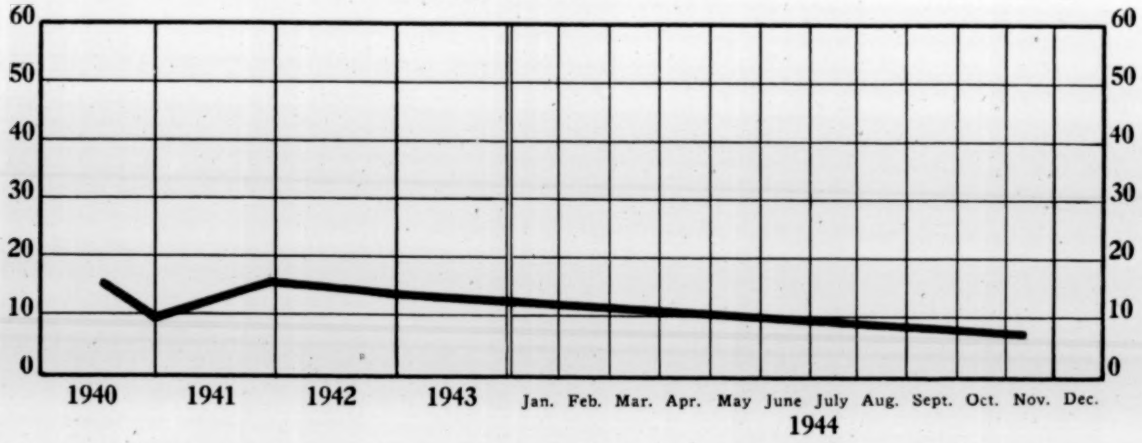
More Than Once a Week	18.5
Once a Week	13.8
Less Than Once a Week	9.8

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Joan BENNETT

MARQUEE VALUE IN THIS AUDIT6.1
RANK IN THIS AUDIT: Among actresses
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

Analysis of this star's rating by principal audience groups is not available for this report.

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

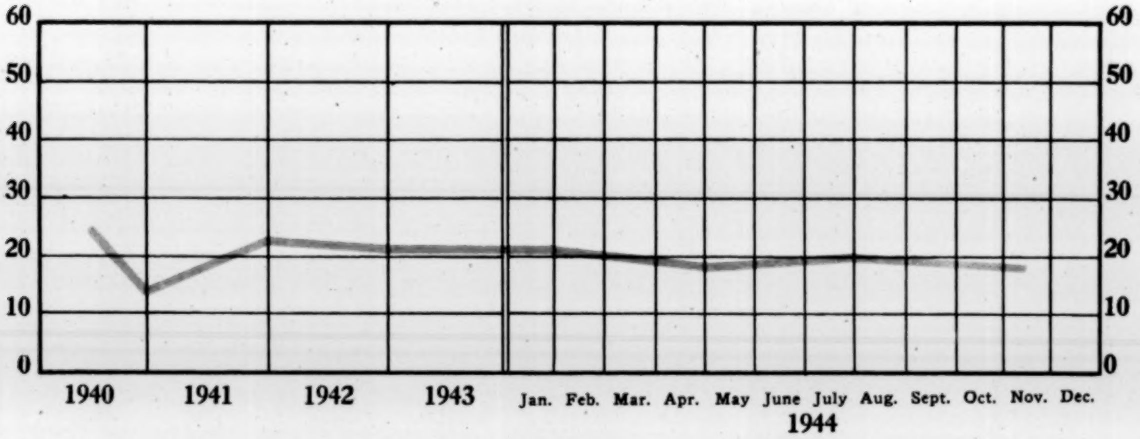
More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Jack BENNY

MARQUEE VALUE IN THIS AUDIT 19.3
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	30.4
FEMALES	16.2

AGE GROUPS

MALES: 12-17	40.3
18-30	27.9
31-up	25.3
FEMALES: 12-17	15.9
18-30	15.7
31-up	18.0

INCOME GROUPS

Upper and Middle	18.6
Lower	24.1

SIZE OF CITY

Over 500,000	19.8
100,000 to 500,000	20.7
10,000 to 100,000	20.7
Under 10,000	31.6

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

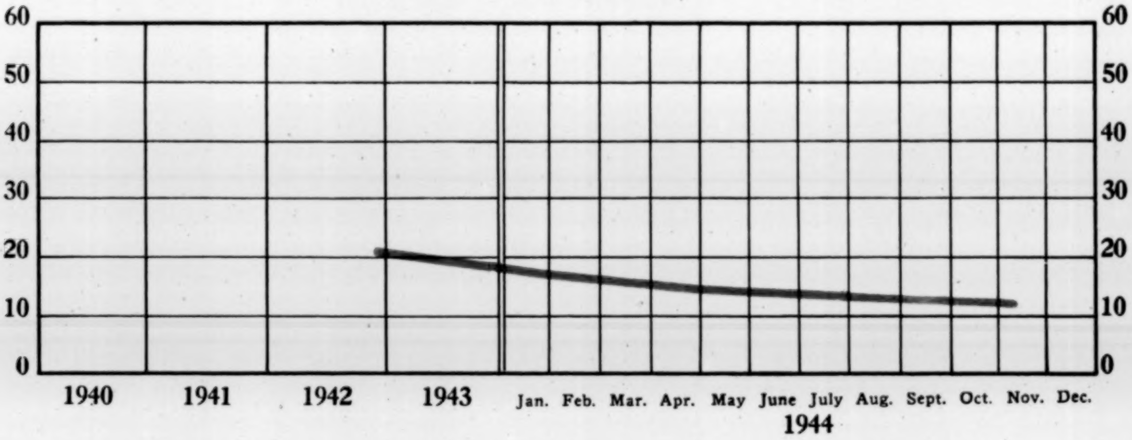
More Than Once a Week	23.6
Once a Week	20.2
Less Than Once a Week	20.6

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

BERGEN & McCARTHY

MARQUEE VALUE IN THIS AUDIT 12.4
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	23.5
FEMALES	13.7

AGE GROUPS

MALES: 12-17	38.2
18-30	19.2
31-up	17.4
FEMALES: 12-17	15.2
18-30	12.5
31-up	16.0

INCOME GROUPS

Upper and Middle	12.4
Lower	21.4

SIZE OF CITY

Over 500,000	13.6
100,000 to 500,000	18.2
10,000 to 100,000	17.4
Under 10,000	25.8

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	17.7
Once a Week	16.5
Less Than Once a Week	17.6

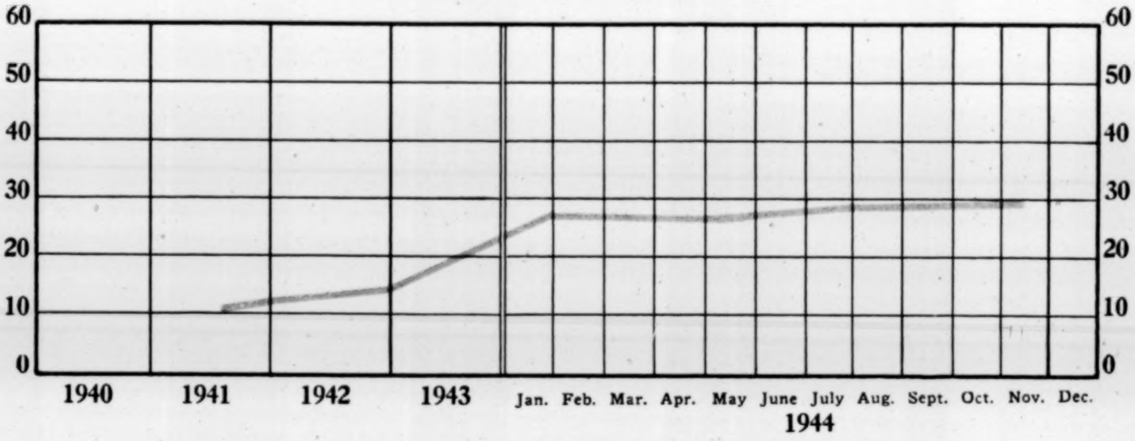
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Ingrid BERGMAN

MARQUEE VALUE IN THIS AUDIT 29.5

RANK IN THIS AUDIT: Among actresses 7th

Among actors and actresses 19th



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	19.8
FEMALES	34.0

AGE GROUPS

MALES: 12-17	7.2
18-30	25.5
31-up	22.3
FEMALES: 12-17	23.3
18-30	37.2
31-up	35.0

INCOME GROUPS

Upper and Middle	39.2
Lower	20.2

SIZE OF CITY

Over 500,000	33.8
100,000 to 500,000	29.4
10,000 to 100,000	23.4
Under 10,000	21.8

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

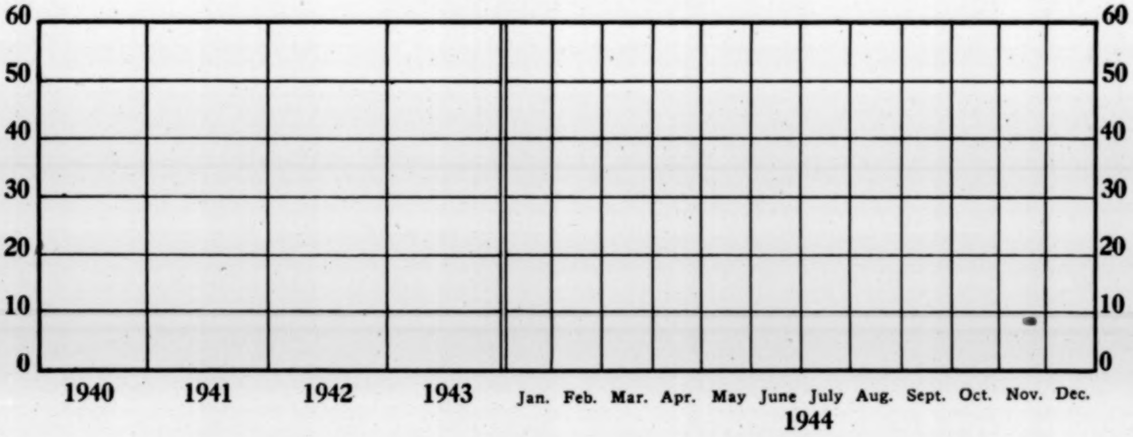
More Than Once a Week	23.6
Once a Week	25.6
Less Than Once a Week	36.9

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Turhan BEY

MARQUEE VALUE IN THIS AUDIT 7.6
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	
Once a Week	
Less Than Once a Week	

Analysis of this star's rating by principal audience groups is not available for this report.

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

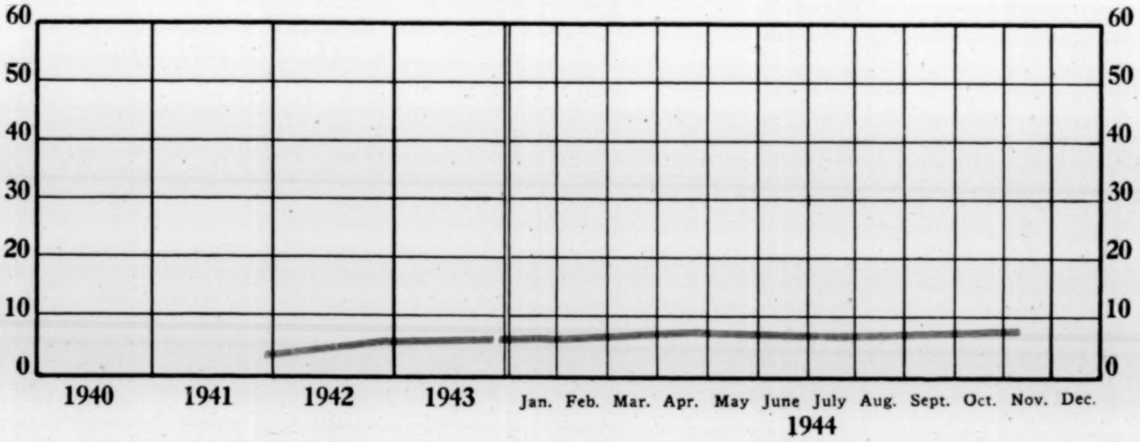
Janet BLAIR

MARQUEE VALUE IN THIS AUDIT 5.0

RANK IN THIS AUDIT: Among actresses

Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	4.5
FEMALES	4.2

AGE GROUPS

MALES: 12-17	4.6
18-30	5.9
31-up	2.4
FEMALES: 12-17	10.4
18-30	2.9
31-up	3.0

INCOME GROUPS

Upper and Middle	4.1
Lower	4.5

SIZE OF CITY

Over 500,000	5.1
100,000 to 500,000	4.1
10,000 to 100,000	4.0
Under 10,000	4.4

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

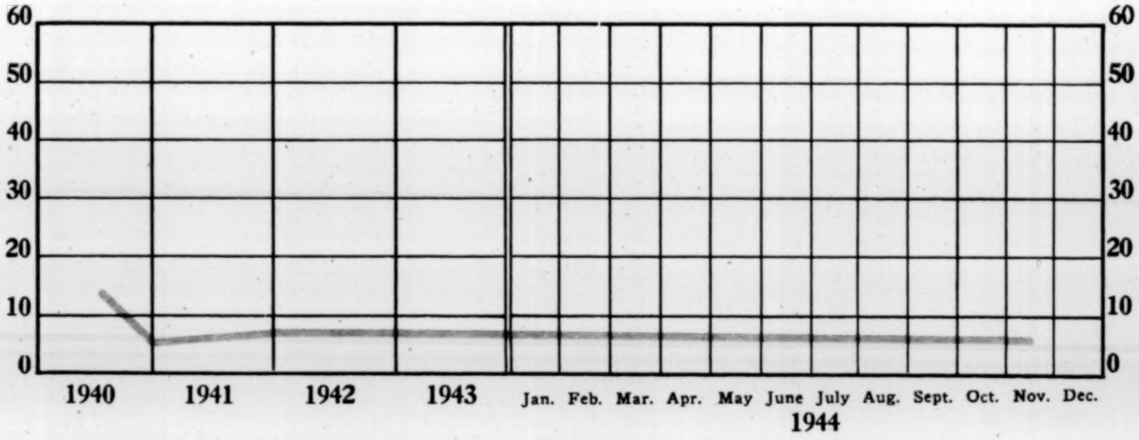
More Than Once a Week	6.0
Once a Week	4.3
Less Than Once a Week	2.6

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Joan BLONDELL

MARQUEE VALUE IN THIS AUDIT 6.4
RANK IN THIS AUDIT: Among actresses
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

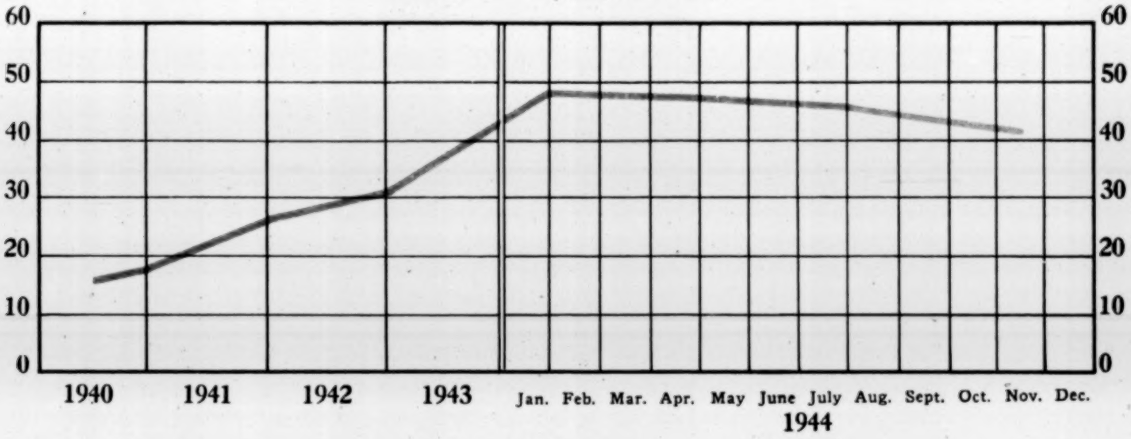
Analysis of this star's rating by principal audience groups is not available for this report.

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

MARQUEE VALUE IN THIS AUDIT 40.8
RANK IN THIS AUDIT: Among actors 6th
Among actors and actresses 8th



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	57.7
FEMALES	42.1

AGE GROUPS

MALES: 12-17	60.8
18-30	55.3
31-up	58.5
FEMALES: 12-17	32.3
18-30	49.5
31-up	32.9

INCOME GROUPS

Upper and Middle	45.8
Lower	49.3

SIZE OF CITY

Over 500,000	53.4
100,000 to 500,000	47.1
10,000 to 100,000	41.6
Under 10,000	49.3

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

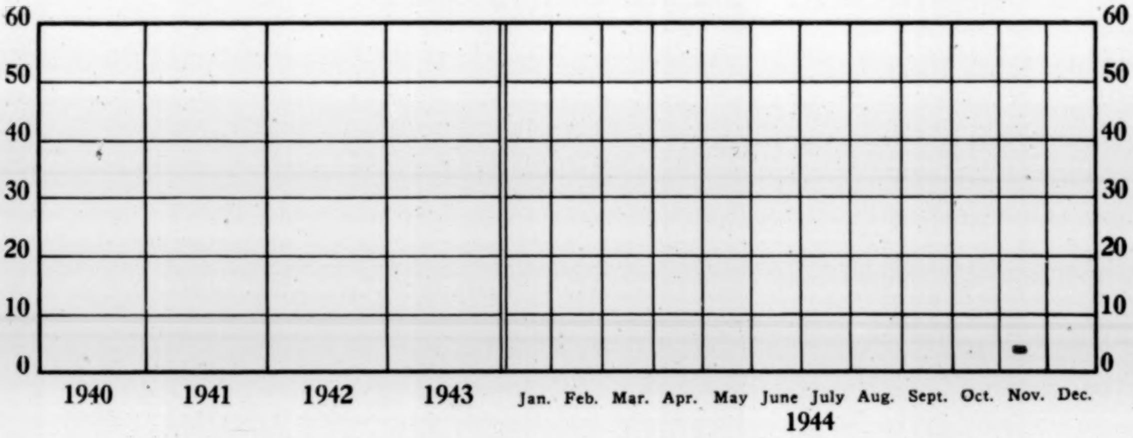
More Than Once a Week	48.1
Once a Week	49.2
Less Than Once a Week	46.5

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Lee BOWMAN

MARQUEE VALUE IN THIS AUDIT 3.1
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

Analysis of this star's rating by principal audience groups is not available for this report.

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

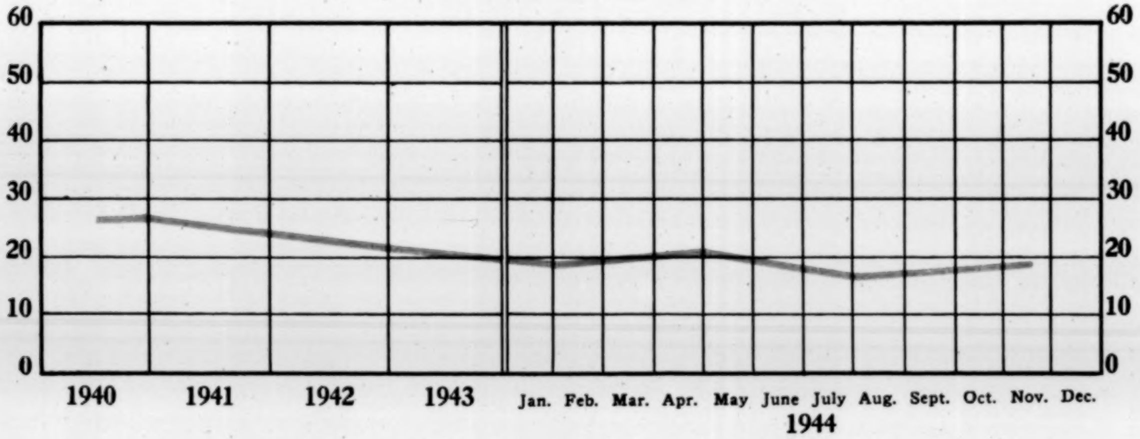
Charles BOYER

MARQUEE VALUE IN THIS AUDIT 18.9

RANK IN THIS AUDIT: Among actors

Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	10.6
FEMALES	25.3

AGE GROUPS

MALES: 12-17	4.0
18-30	10.9
31-up	15.9
FEMALES: 12-17	12.7
18-30	26.6
31-up	32.9

INCOME GROUPS

Upper and Middle	21.9
Lower	17.6

SIZE OF CITY

Over 500,000	23.2
100,000 to 500,000	21.4
10,000 to 100,000	13.9
Under 10,000	16.9

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

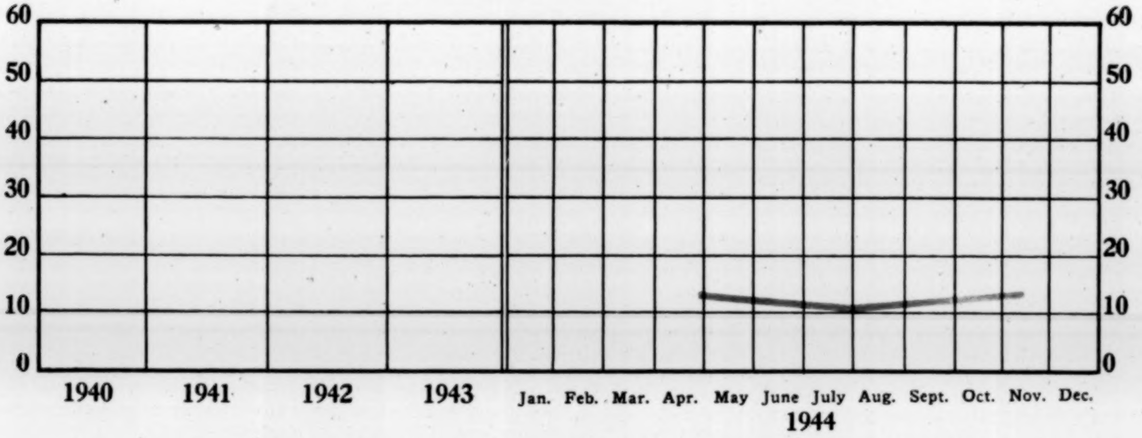
More Than Once a Week	14.9
Once a Week	19.2
Less Than Once a Week	25.4

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Eddie BRACKEN

MARQUEE VALUE IN THIS AUDIT 12.7
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

Analysis of this star's rating by principal audience groups is not available for this report.

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

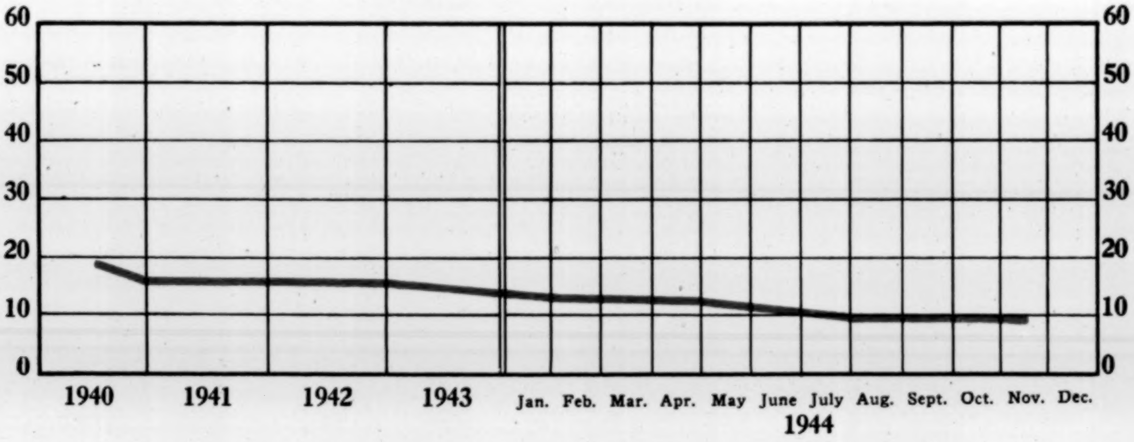
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

MARQUEE VALUE IN THIS AUDIT 9.0
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	10.9
FEMALES	13.0

AGE GROUPS

MALES: 12-17	4.3
18-30	12.1
31-up	15.7
FEMALES: 12-17	7.0
18-30	14.8
31-up	13.7

INCOME GROUPS

Upper and Middle	12.6
Lower	11.6

SIZE OF CITY

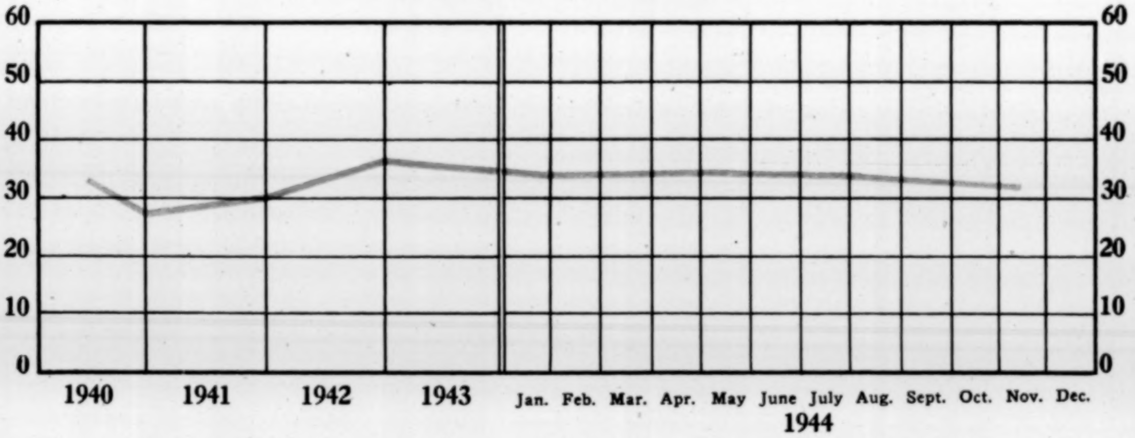
Over 500,000	10.7
100,000 to 500,000	7.5
10,000 to 100,000	12.8
Under 10,000	16.2

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	10.9
Once a Week	13.8
Less Than Once a Week	11.7

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

MARQUEE VALUE IN THIS AUDIT 32.6
RANK IN THIS AUDIT: Among actors 10th
Among actors and actresses 13th



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	47.8
FEMALES	26.3

AGE GROUPS

MALES: 12-17	48.6
18-30	49.1
31-up	45.5
FEMALES: 12-17	24.8
18-30	26.5
31-up	27.4

INCOME GROUPS

Upper and Middle	30.3
Lower	38.0

SIZE OF CITY

Over 500,000	31.1
100,000 to 500,000	36.7
10,000 to 100,000	37.0
Under 10,000	35.8

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

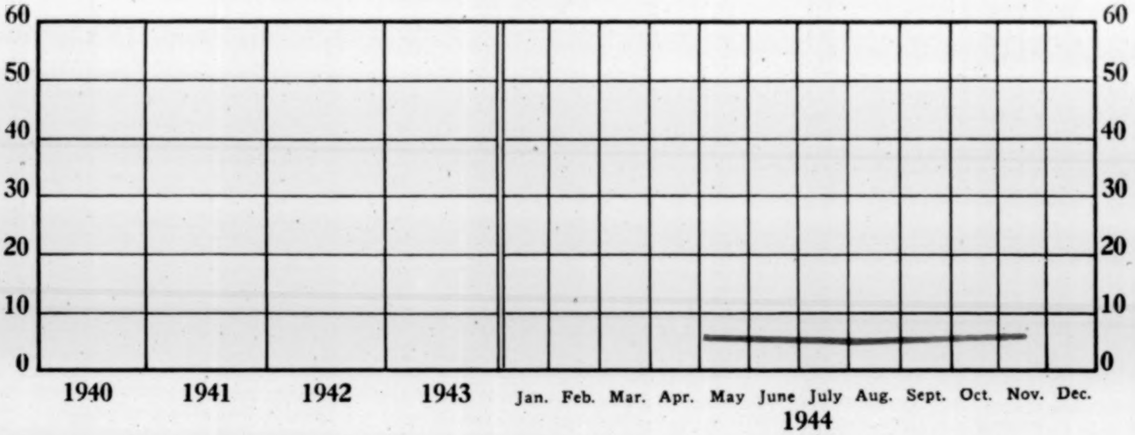
More Than Once a Week	33.5
Once a Week	34.3
Less Than Once a Week	36.5

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Jack CARSON

MARQUEE VALUE IN THIS AUDIT 7.0
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

Analysis of this star's rating by principal audience groups is not available for this report.

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

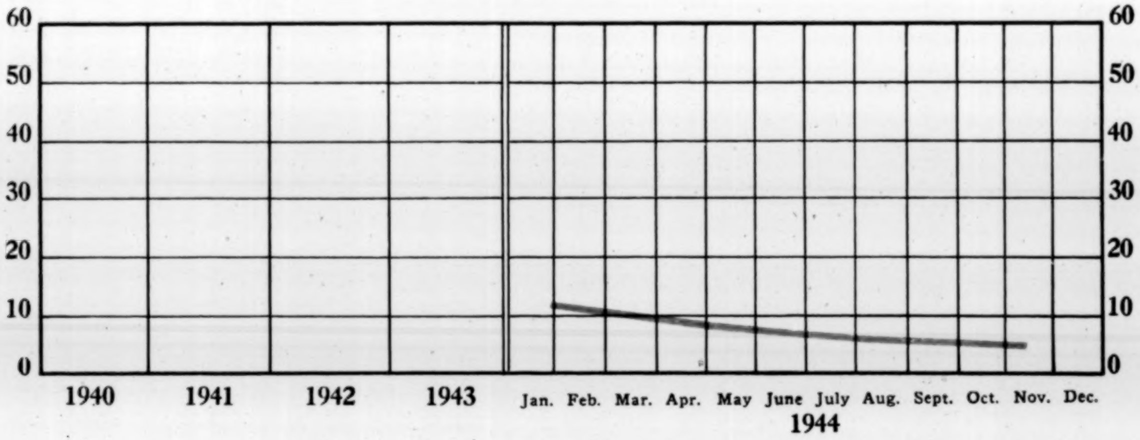
More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Charles COBURN

MARQUEE VALUE IN THIS AUDIT 4.7
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

Analysis of this star's rating by principal audience groups is not available for this report.

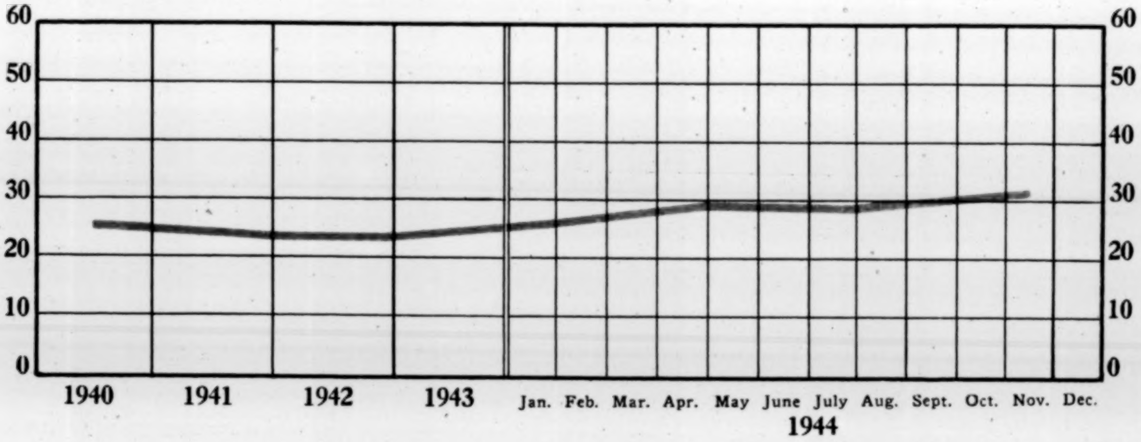
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Claudette COLBERT

MARQUEE VALUE IN THIS AUDIT 30.9
RANK IN THIS AUDIT: Among actresses 4th
Among actors and actresses 15th



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	20.9
FEMALES	30.5

AGE GROUPS

MALES: 12-17	10.2
18-30	20.5
31-up	32.0
FEMALES: 12-17	19.8
18-30	29.6
31-up	41.9

INCOME GROUPS

Upper and Middle	31.1
Lower	23.2

SIZE OF CITY

Over 500,000	26.8
100,000 to 500,000	25.4
10,000 to 100,000	25.9
Under 10,000	29.2

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

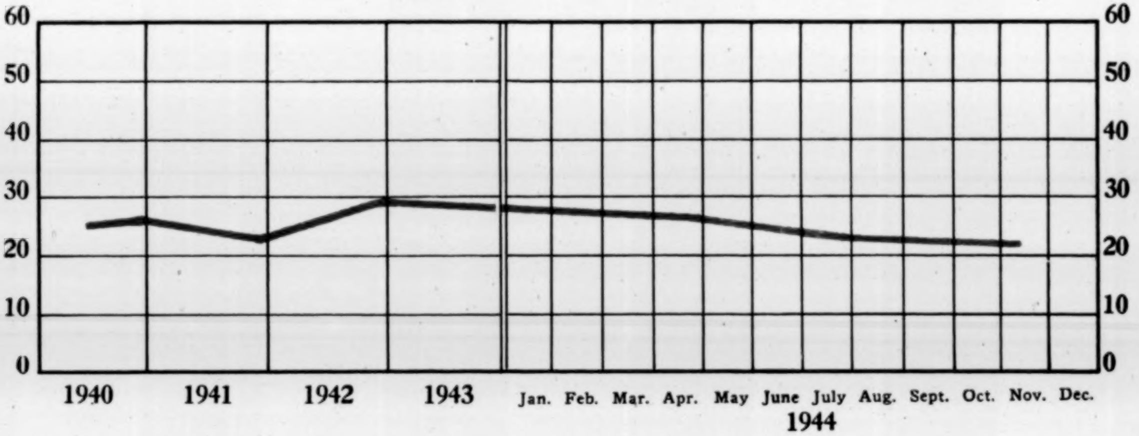
More Than Once a Week	21.1
Once a Week	26.5
Less Than Once a Week	33.3

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Ronald COLMAN

MARQUEE VALUE IN THIS AUDIT 22.5
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	25.8
FEMALES	29.8

AGE GROUPS

MALES: 12-17	13.3
18-30	28.7
31-up	32.3
FEMALES: 12-17	17.5
18-30	30.2
31-up	39.4

INCOME GROUPS

Upper and Middle	37.3
Lower	21.4

SIZE OF CITY

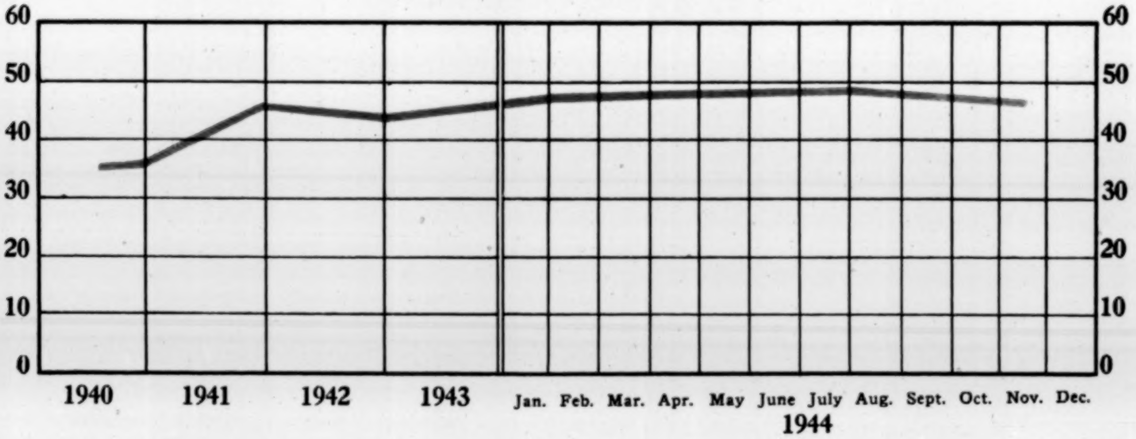
Over 500,000	32.2
100,000 to 500,000	25.8
10,000 to 100,000	27.2
Under 10,000	24.2

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	23.8
Once a Week	29.1
Less Than Once a Week	33.0

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

MARQUEE VALUE IN THIS AUDIT 47.9
RANK IN THIS AUDIT: Among actors 4th
Among actors and actresses 4th



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	53.1
FEMALES	44.6

AGE GROUPS

MALES: 12-17	47.9
18-30	52.5
31-up	59.0
FEMALES: 12-17	35.5
18-30	44.7
31-up	51.7

INCOME GROUPS

Upper and Middle	50.8
Lower	45.9

SIZE OF CITY

Over 500,000	48.4
100,000 to 500,000	47.6
10,000 to 100,000	46.9
Under 10,000	48.9

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

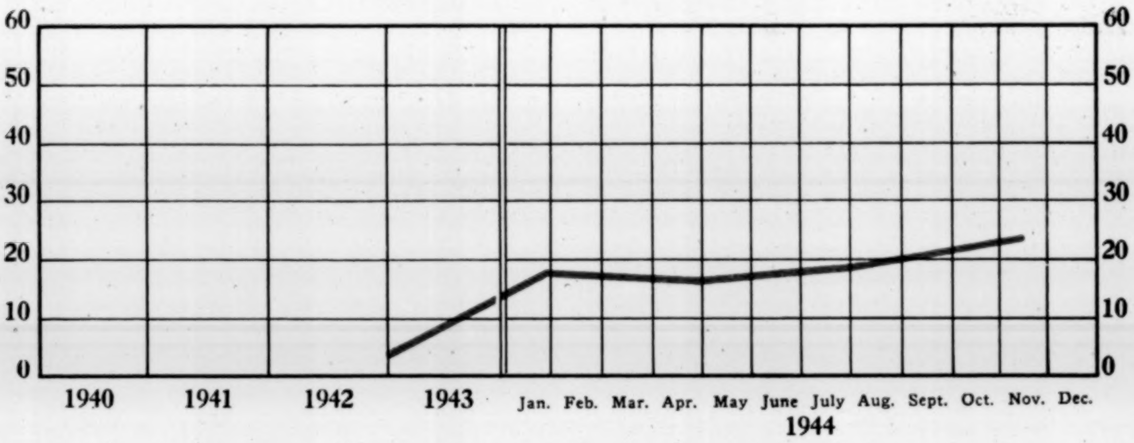
More Than Once a Week	44.2
Once a Week	47.2
Less Than Once a Week	53.4

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Joseph COTTEN

MARQUEE VALUE IN THIS AUDIT 23.2
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	13.0
FEMALES	21.3

AGE GROUPS

MALES: 12-17	9.3
18-30	15.5
31-up	11.4
FEMALES: 12-17	24.9
18-30	23.9
31-up	12.5

INCOME GROUPS

Upper and Middle	20.6
Lower	16.1

SIZE OF CITY

Over 500,000	25.0
100,000 to 500,000	16.4
10,000 to 100,000	11.2
Under 10,000	17.5

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

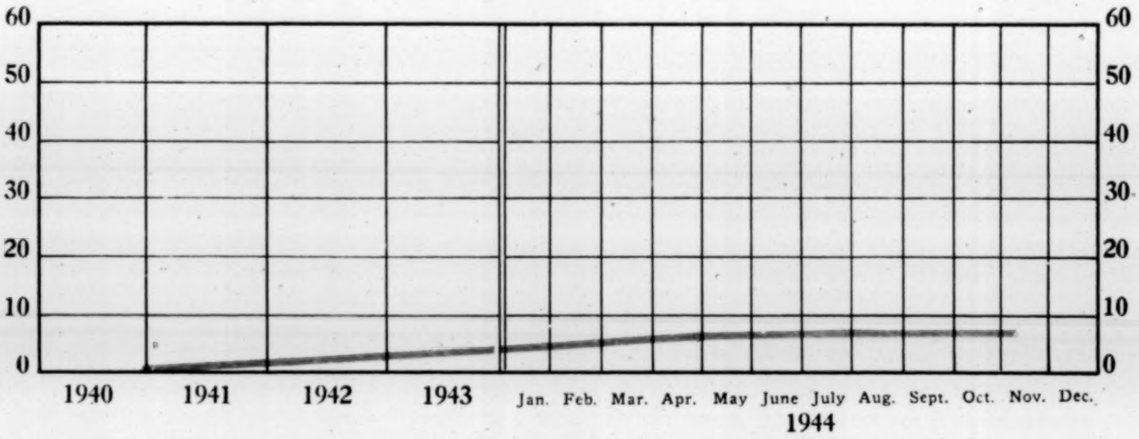
More Than Once a Week	18.6
Once a Week	18.0
Less Than Once a Week	17.4

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

James CRAIG

MARQUEE VALUE IN THIS AUDIT 8.6
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	4.6
FEMALES	6.9

AGE GROUPS

MALES: 12-17	7.6
18-30	4.6
31-up	1.9
FEMALES: 12-17	13.0
18-30	6.6
31-up	2.8

INCOME GROUPS

Upper and Middle	5.1
Lower	6.9

SIZE OF CITY

Over 500,000	6.3
100,000 to 500,000	4.0
10,000 to 100,000	5.9
Under 10,000	10.3

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

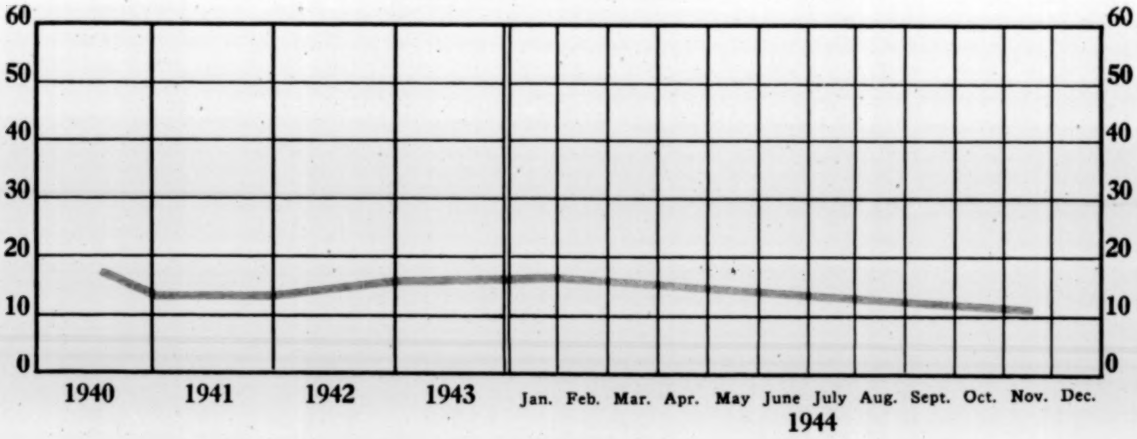
More Than Once a Week	8.8
Once a Week	5.2
Less Than Once a Week	3.5

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Joan CRAWFORD

MARQUEE VALUE IN THIS AUDIT 10.9
RANK IN THIS AUDIT: Among actresses
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

Analysis of this star's rating by principal audience groups is not available for this report.

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

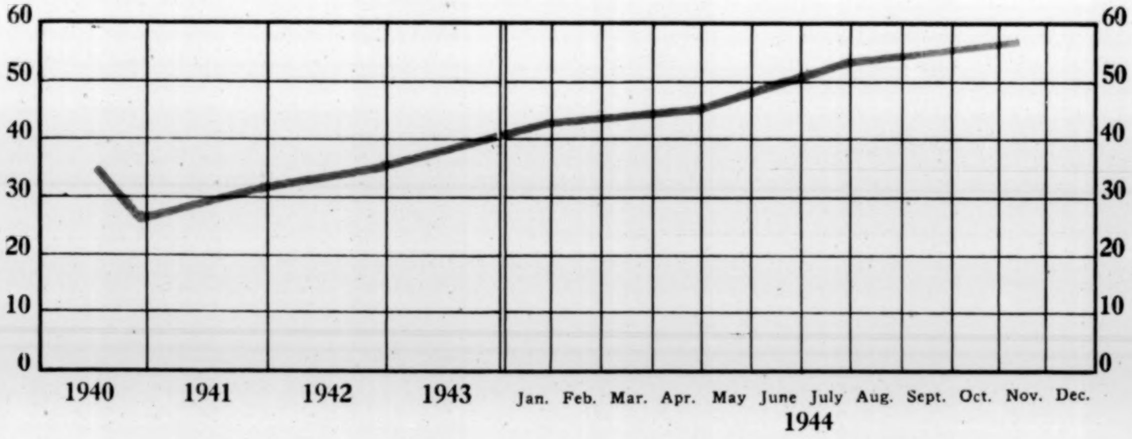
More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

MARQUEE VALUE IN THIS AUDIT 56.1

RANK IN THIS AUDIT: Among actors 1st

Among actors and actresses 1st



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	44.3
FEMALES	41.1

AGE GROUPS

MALES: 12-17	46.6
18-30	46.8
31-up	38.0
FEMALES: 12-17	39.7
18-30	42.5
31-up	39.6

INCOME GROUPS

Upper and Middle	40.3
Lower	43.7

SIZE OF CITY

Over 500,000	36.8
100,000 to 500,000	42.4
10,000 to 100,000	44.9
Under 10,000	55.9

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	41.0
Once a Week	45.4
Less Than Once a Week	40.9

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

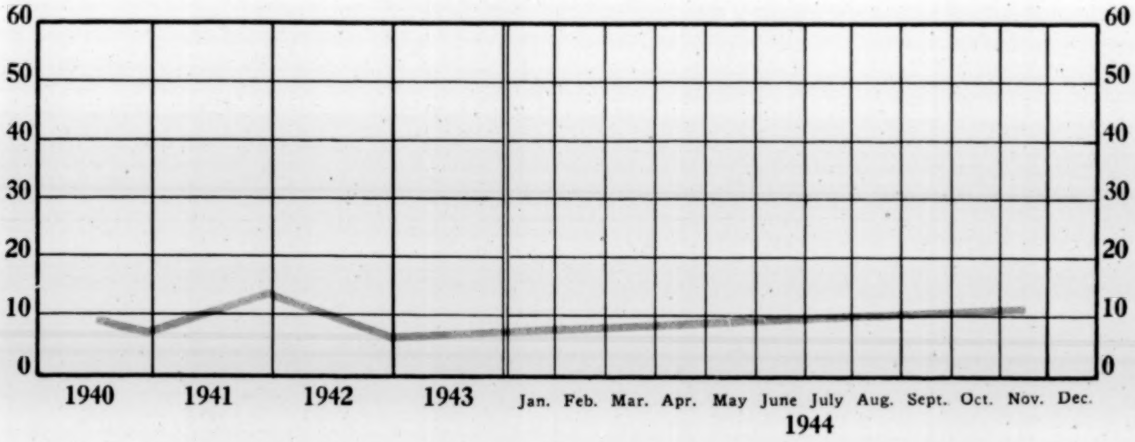
Linda DARNELL

MARQUEE VALUE IN THIS AUDIT 10.0

RANK IN THIS AUDIT: Among actresses

Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

Analysis of this star's rating by principal audience groups is not available for this report.

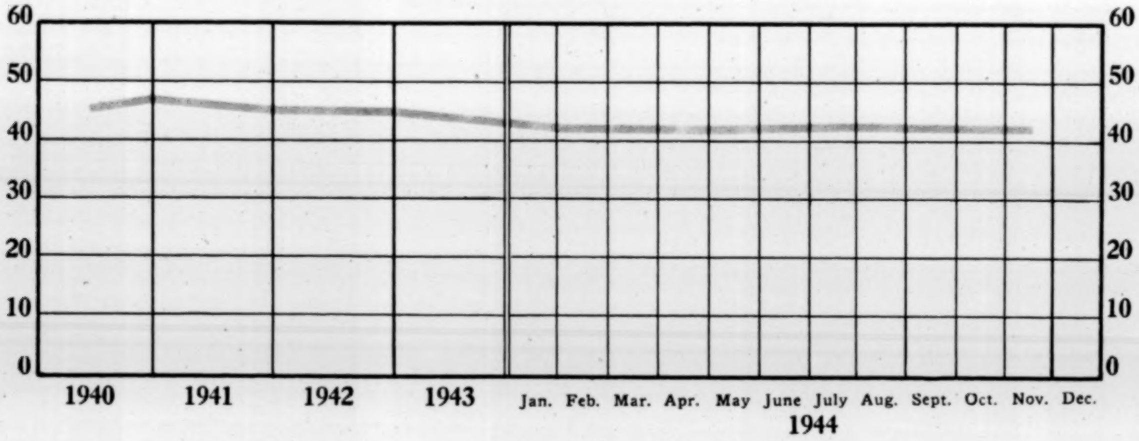
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

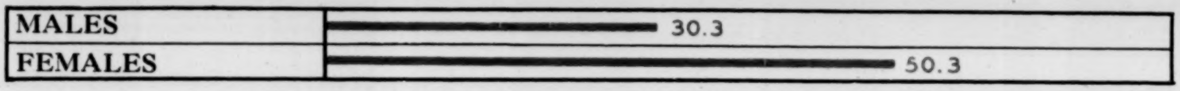
Bette DAVIS

MARQUEE VALUE IN THIS AUDIT 41.5
RANK IN THIS AUDIT: **Among actresses** 2nd
Among actors and actresses 7th

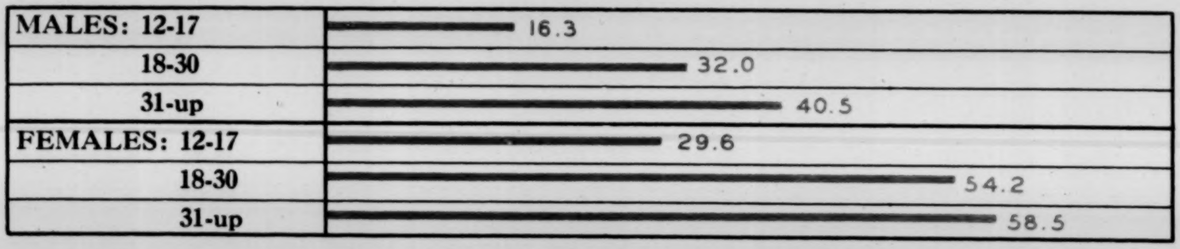


MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

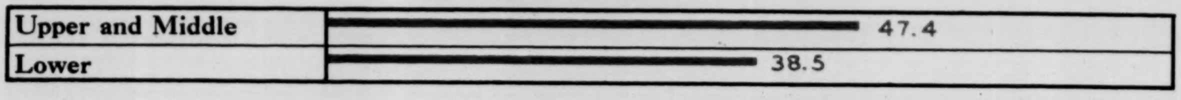
(This analysis is based on the first Audit in each year)



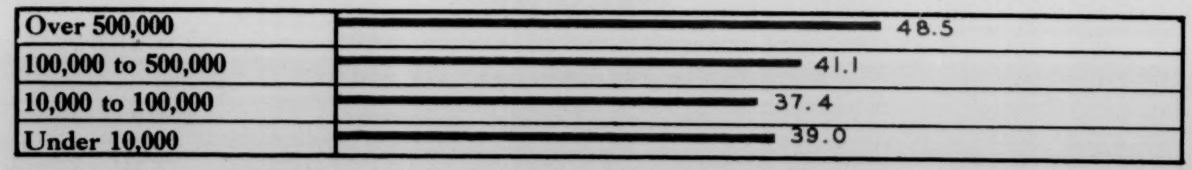
AGE GROUPS



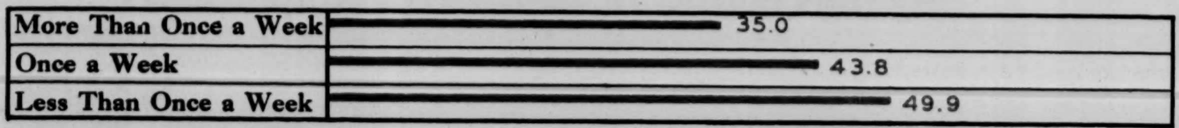
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES

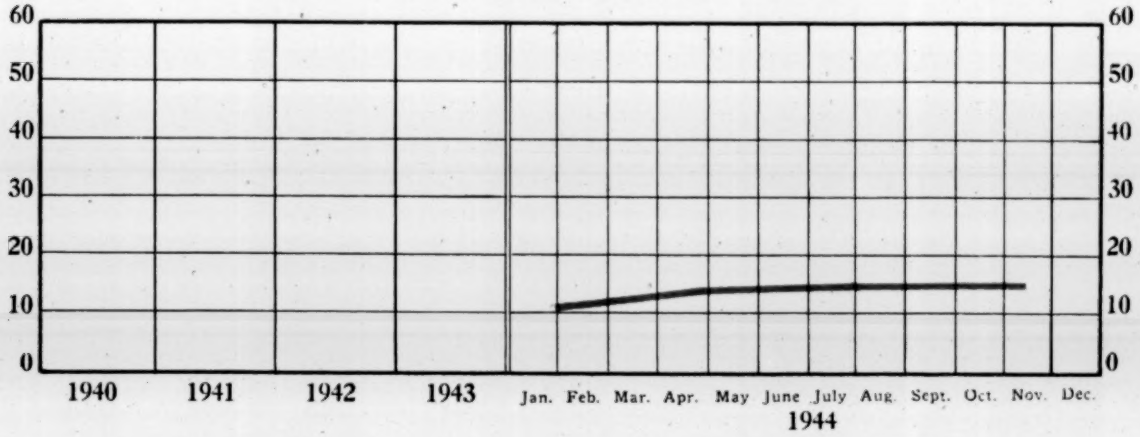


These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Joan DAVIS

MARQUEE VALUE IN THIS AUDIT 15.1
RANK IN THIS AUDIT: Among actresses
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	10.2
FEMALES	12.1

AGE GROUPS

MALES: 12-17	15.5
18-30	9.9
31-up	5.5
FEMALES: 12-17	18.2
18-30	11.1
31-up	9.8

INCOME GROUPS

Upper and Middle	8.4
Lower	13.0

SIZE OF CITY

Over 500,000	11.0
100,000 to 500,000	11.9
10,000 to 100,000	11.3
Under 10,000	9.6

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

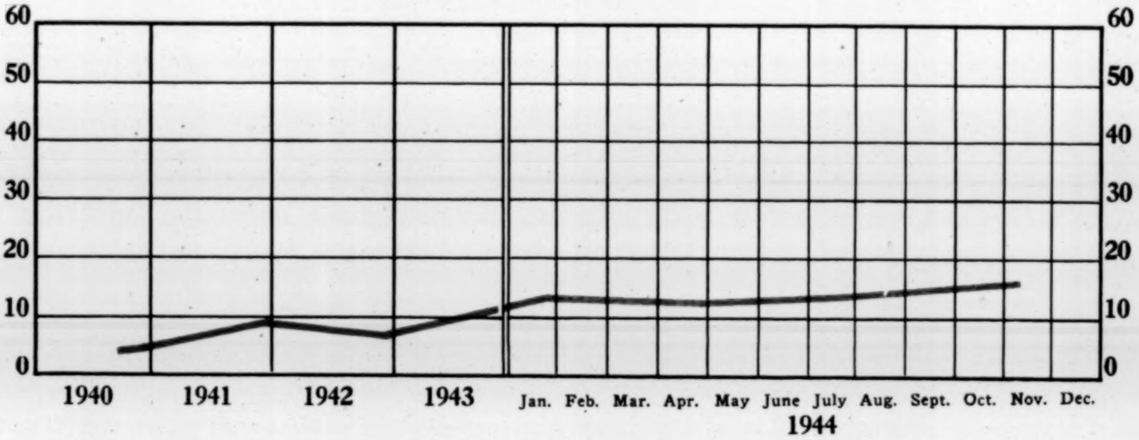
More Than Once a Week	11.3
Once a Week	11.8
Less Than Once a Week	10.0

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Laraine DAY

MARQUEE VALUE IN THIS AUDIT 15.4
RANK IN THIS AUDIT: Among actresses
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	9.5
FEMALES	13.2

AGE GROUPS

MALES: 12-17	8.3
18-30	12.4
31-up	5.4
FEMALES: 12-17	16.1
18-30	14.6
31-up	7.1

INCOME GROUPS

Upper and Middle	10.0
Lower	13.5

SIZE OF CITY

Over 500,000	11.5
100,000 to 500,000	11.6
10,000 to 100,000	13.4
Under 10,000	10.9

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

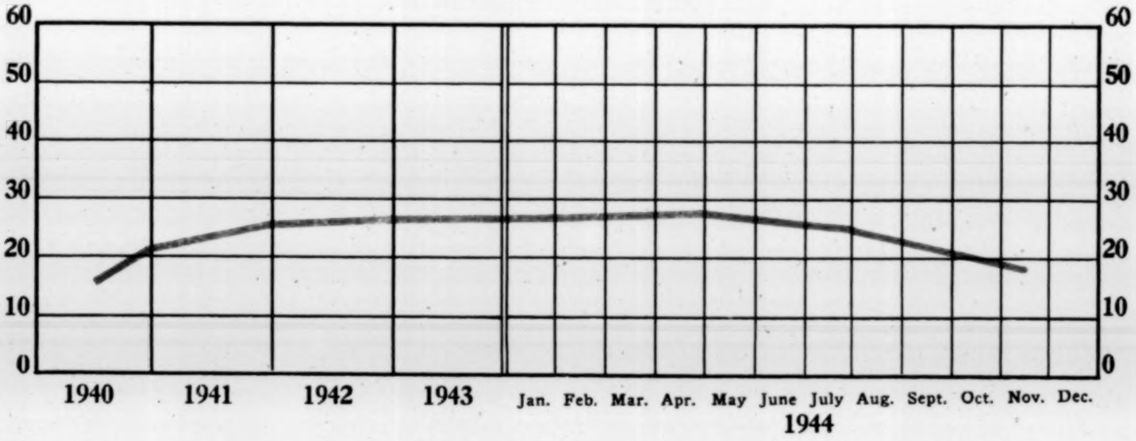
More Than Once a Week	15.4
Once a Week	10.9
Less Than Once a Week	8.9

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Olivia DeHAVILLAND

MARQUEE VALUE IN THIS AUDIT 18.6
RANK IN THIS AUDIT: Among actresses
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	21.1
FEMALES	31.0

AGE GROUPS

MALES: 12-17	14.8
18-30	22.7
31-up	23.7
FEMALES: 12-17	25.0
18-30	31.6
31-up	34.7

INCOME GROUPS

Upper and Middle	30.0
Lower	24.8

SIZE OF CITY

Over 500,000	28.6
100,000 to 500,000	24.7
10,000 to 100,000	27.5
Under 10,000	26.5

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

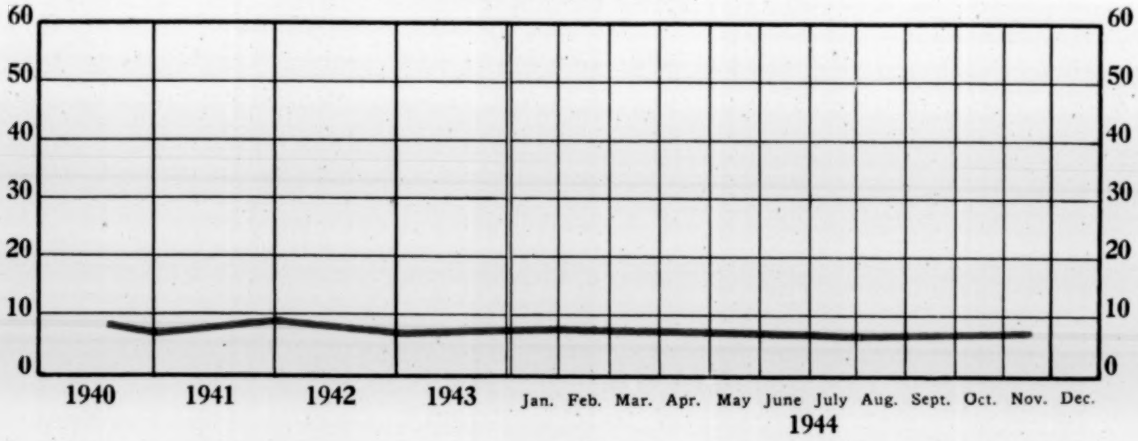
More Than Once a Week	25.5
Once a Week	28.2
Less Than Once a Week	27.3

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Marlene DIETRICH

MARQUEE VALUE IN THIS AUDIT 6.5
RANK IN THIS AUDIT: Among actresses
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	8.5
FEMALES	6.7

AGE GROUPS

MALES: 12-17	4.5
18-30	9.6
31-up	10.8
FEMALES: 12-17	4.8
18-30	7.2
31-up	7.0

INCOME GROUPS

Upper and Middle	7.2
Lower	7.7

SIZE OF CITY

Over 500,000	8.1
100,000 to 500,000	7.7
10,000 to 100,000	7.9
Under 10,000	4.6

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

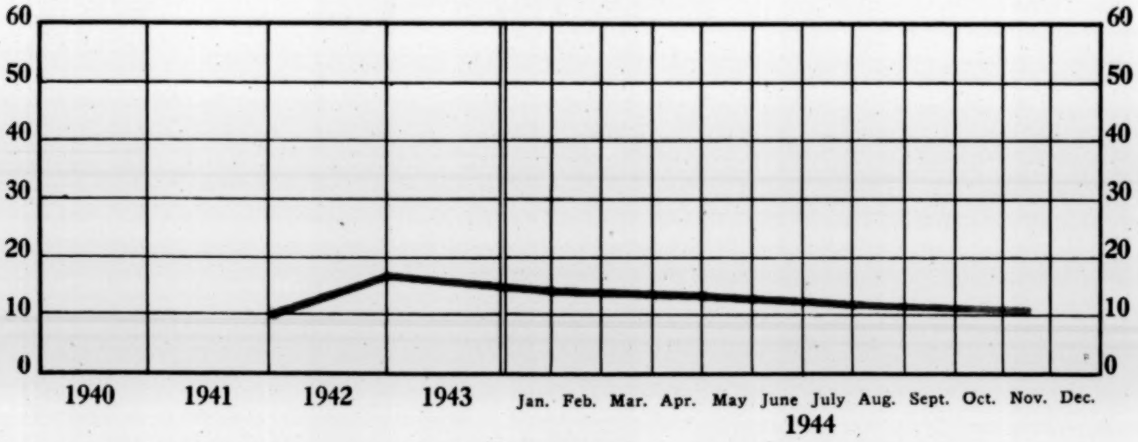
More Than Once a Week	6.0
Once a Week	9.4
Less Than Once a Week	7.4

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Brian DONLEVY

MARQUEE VALUE IN THIS AUDIT 10.8
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	19.9
FEMALES	12.8

AGE GROUPS

MALES: 12-17	23.8
18-30	20.5
31-up	16.0
FEMALES: 12-17	10.6
18-30	14.0
31-up	11.0

INCOME GROUPS

Upper and Middle	15.0
Lower	15.9

SIZE OF CITY

Over 500,000	16.9
100,000 to 500,000	15.4
10,000 to 100,000	16.6
Under 10,000	11.6

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

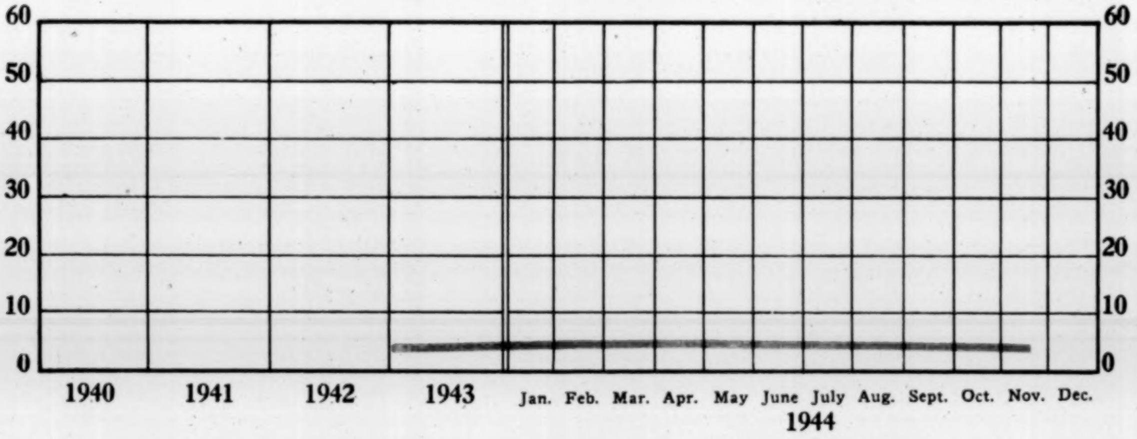
More Than Once a Week	17.4
Once a Week	15.1
Less Than Once a Week	13.4

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Philip DORN

MARQUEE VALUE IN THIS AUDIT 4.4
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

Analysis of this star's rating by principal audience groups is not available for this report.

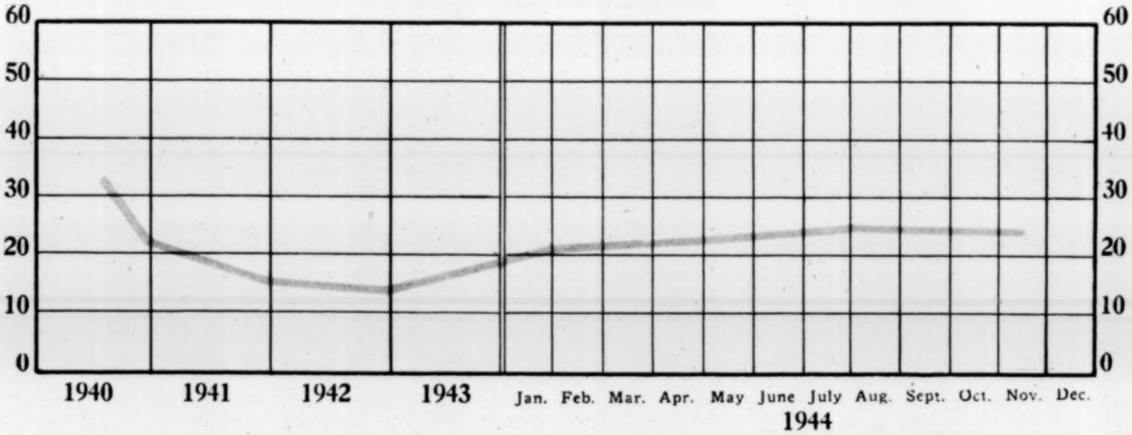
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Irene DUNNE

MARQUEE VALUE IN THIS AUDIT 24.3
RANK IN THIS AUDIT: Among actresses 13th
Among actors and actresses 29th



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS
(This analysis is based on the first Audit in each year)

MALES	14.4
FEMALES	24.6

AGE GROUPS

MALES: 12-17	3.7
18-30	15.7
31-up	23.2
FEMALES: 12-17	11.0
18-30	24.5
31-up	35.5

INCOME GROUPS

Upper and Middle	25.0
Lower	17.3

SIZE OF CITY

Over 500,000	23.2
100,000 to 500,000	18.5
10,000 to 100,000	19.6
Under 10,000	20.0

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

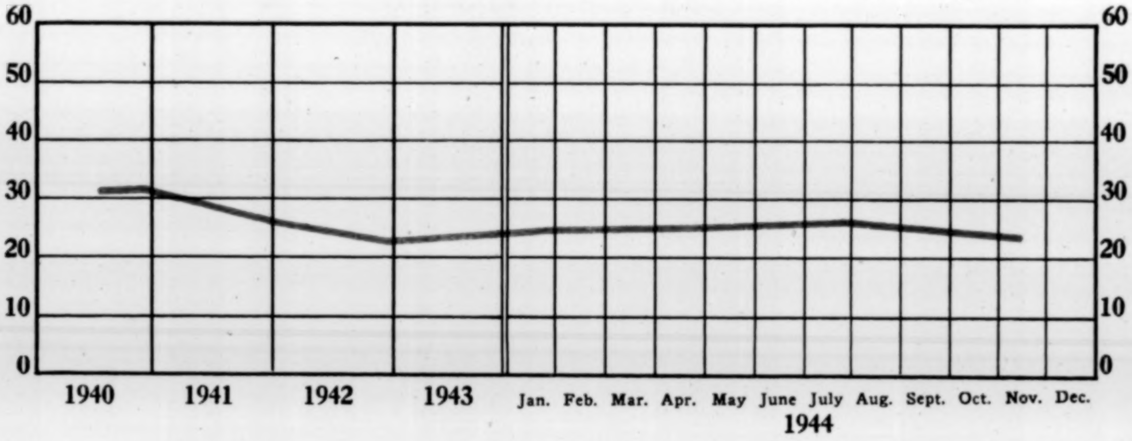
More Than Once a Week	14.8
Once a Week	20.7
Less Than Once a Week	27.8

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Deanna DURBIN

MARQUEE VALUE IN THIS AUDIT 23.5
RANK IN THIS AUDIT: Among actresses
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	16.8
FEMALES	29.7

AGE GROUPS

MALES: 12-17	11.4
18-30	17.7
31-up	20.5
FEMALES: 12-17	27.7
18-30	31.5
31-up	27.2

INCOME GROUPS

Upper and Middle	24.5
Lower	24.8

SIZE OF CITY

Over 500,000	22.4
100,000 to 500,000	25.0
10,000 to 100,000	25.7
Under 10,000	27.7

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	24.3
Once a Week	25.1
Less Than Once a Week	24.9

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

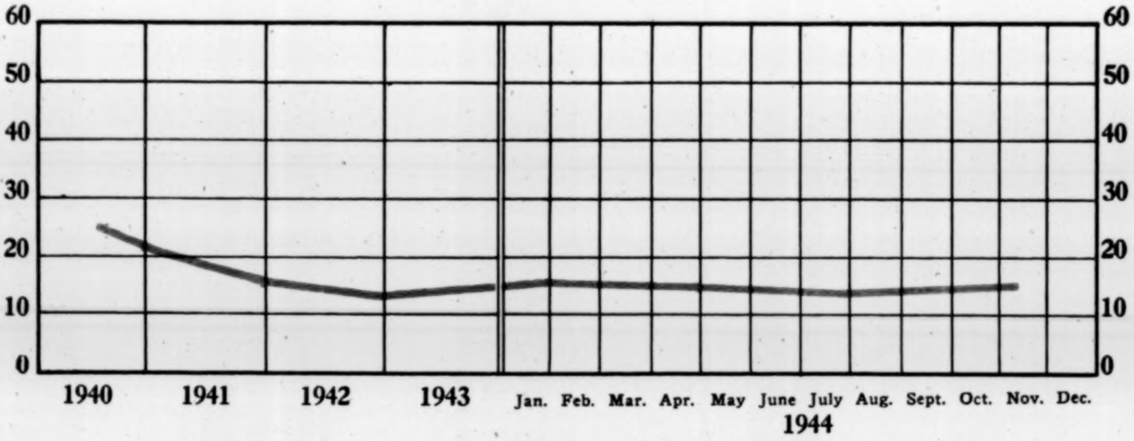
Nelson EDDY

MARQUEE VALUE IN THIS AUDIT 15.5

RANK IN THIS AUDIT: Among actors

Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	11.7
FEMALES	19.7

AGE GROUPS

MALES: 12-17	7.6
18-30	11.9
31-up	15.9
FEMALES: 12-17	13.7
18-30	19.7
31-up	24.5

INCOME GROUPS

Upper and Middle	17.7
Lower	15.7

SIZE OF CITY

Over 500,000	17.2
100,000 to 500,000	16.9
10,000 to 100,000	14.7
Under 10,000	17.8

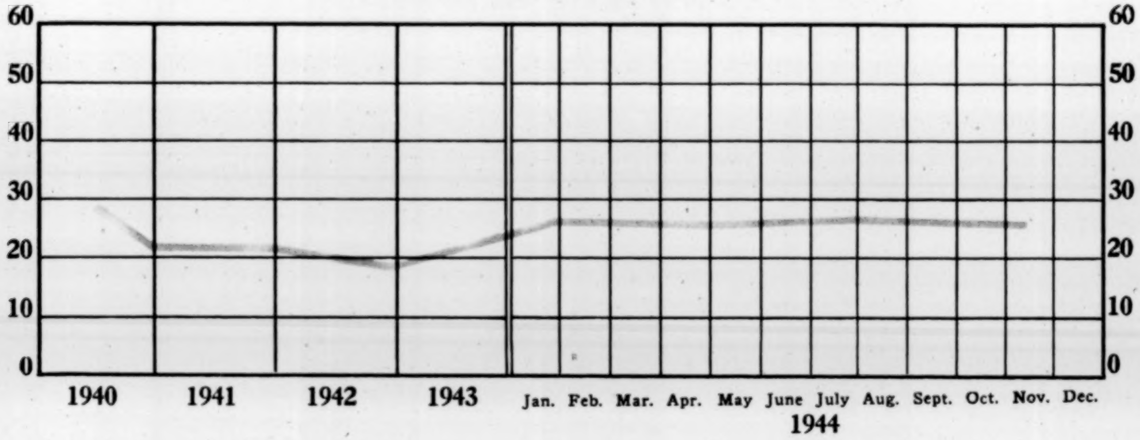
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	12.4
Once a Week	17.8
Less Than Once a Week	20.6

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Alice FAYE

MARQUEE VALUE IN THIS AUDIT 25.1
RANK IN THIS AUDIT: Among actresses 10th
Among actors and actresses 28th



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	21.1
FEMALES	28.8

AGE GROUPS

MALES: 12-17	12.8
18-30	25.3
31-up	22.0
FEMALES: 12-17	30.3
18-30	28.2
31-up	29.8

INCOME GROUPS

Upper and Middle	21.6
Lower	28.7

SIZE OF CITY

Over 500,000	21.3
100,000 to 500,000	23.6
10,000 to 100,000	26.0
Under 10,000	44.9

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

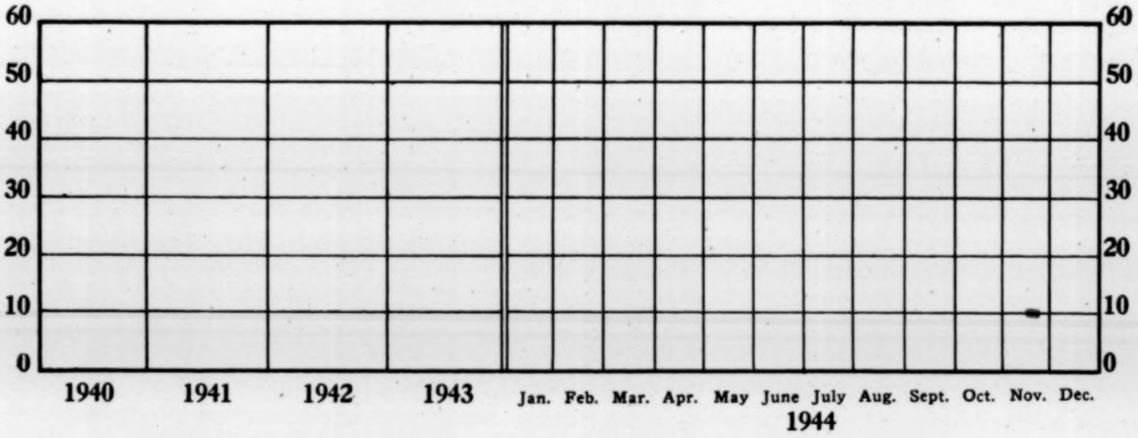
More Than Once a Week	26.0
Once a Week	26.0
Less Than Once a Week	24.9

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Barry FITZGERALD

MARQUEE VALUE IN THIS AUDIT 9.2
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

Analysis of this star's rating by principal audience groups is not available for this report.

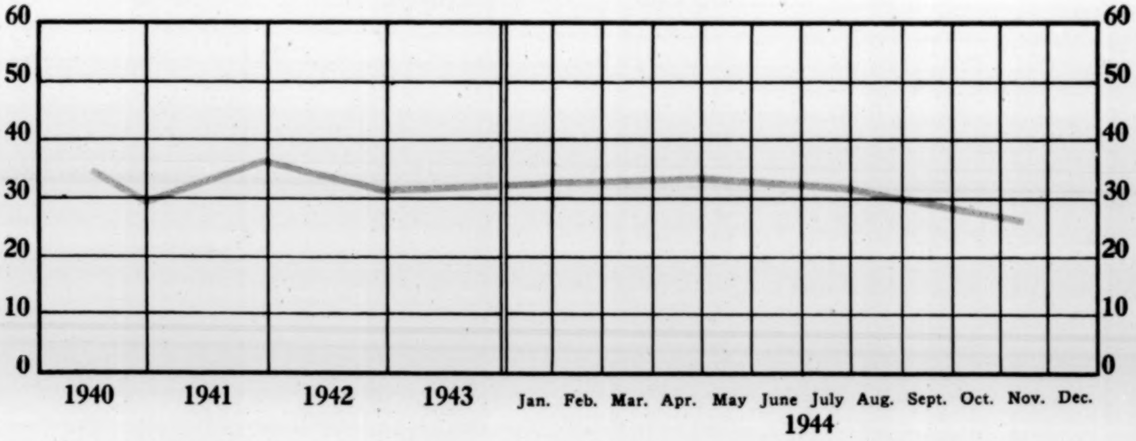
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Errol FLYNN

MARQUEE VALUE IN THIS AUDIT 26.6
RANK IN THIS AUDIT: Among actors 14th
Among actors and actresses 23rd



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	40.6
FEMALES	27.7

AGE GROUPS

MALES: 12-17	52.4
18-30	42.7
31-up	25.7
FEMALES: 12-17	35.2
18-30	29.8
31-up	16.6

INCOME GROUPS

Upper and Middle	29.0
Lower	35.6

SIZE OF CITY

Over 500,000	31.0
100,000 to 500,000	32.0
10,000 to 100,000	35.0
Under 10,000	32.4

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

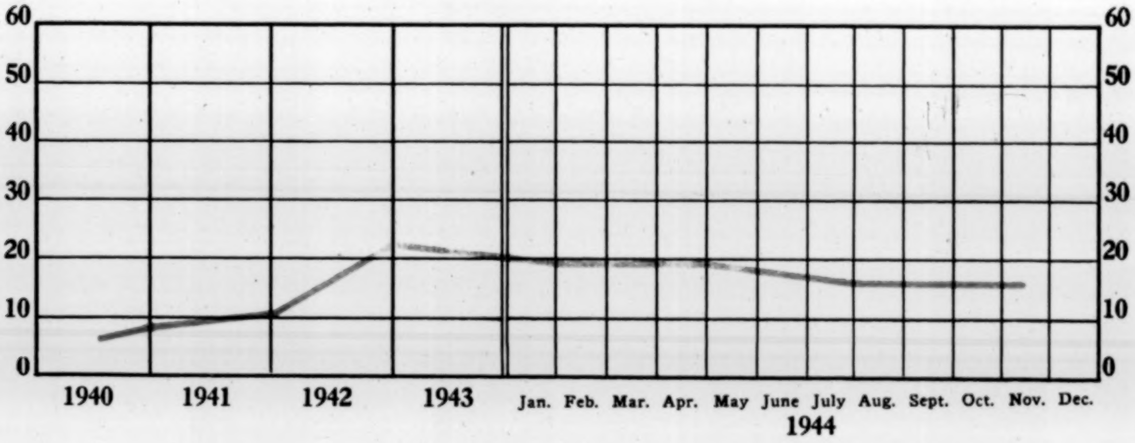
More Than Once a Week	40.0
Once a Week	31.7
Less Than Once a Week	24.7

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Joan FONTAINE

MARQUEE VALUE IN THIS AUDIT 16.0
RANK IN THIS AUDIT: Among actresses
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	11.6
FEMALES	25.1

AGE GROUPS

MALES: 12-17	6.5
18-30	13.5
31-up	13.3
FEMALES: 12-17	17.0
18-30	27.0
31-up	27.9

INCOME GROUPS

Upper and Middle	24.9
Lower	15.7

SIZE OF CITY

Over 500,000	26.0
100,000 to 500,000	17.8
10,000 to 100,000	15.5
Under 10,000	13.0

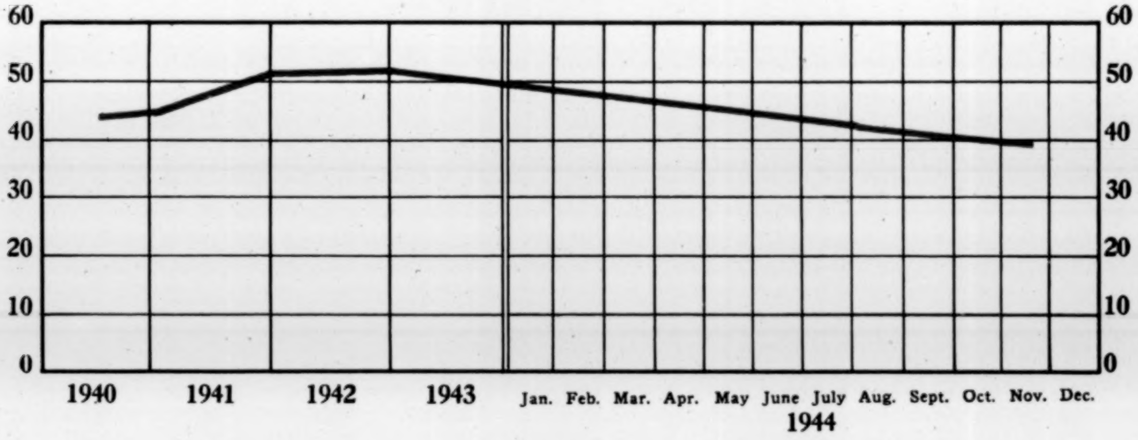
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	17.5
Once a Week	19.3
Less Than Once a Week	22.6

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Clark GABLE

MARQUEE VALUE IN THIS AUDIT 39.8
RANK IN THIS AUDIT: Among actors 7th
Among actors and actresses 9th



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

Analysis of this star's rating by principal audience groups is not available for this report.

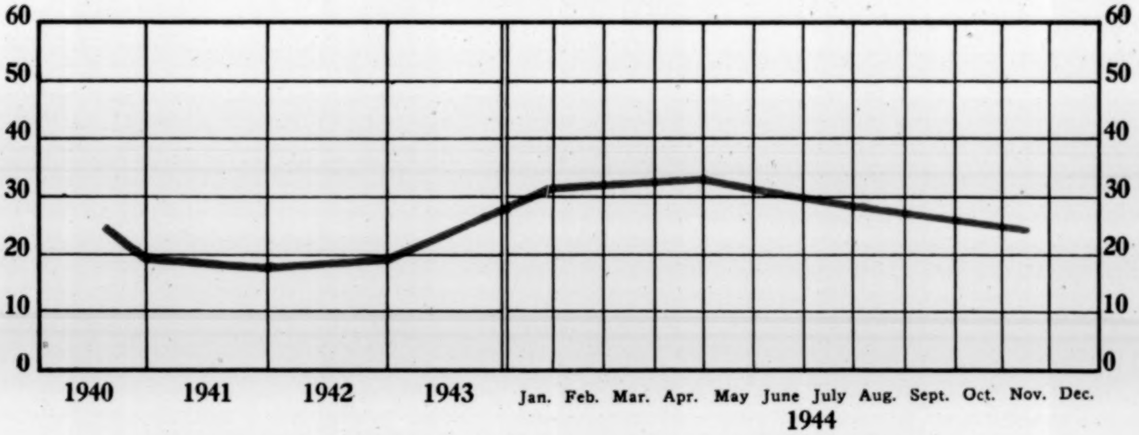
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

John GARFIELD

MARQUEE VALUE IN THIS AUDIT 23.5
RANK IN THIS AUDIT: Among actors 16th
Among actors and actresses 25th



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	34.3
FEMALES	29.0

AGE GROUPS

MALES: 12-17	38.5
18-30	35.6
31-up	27.6
FEMALES: 12-17	21.1
18-30	34.4
31-up	22.8

INCOME GROUPS

Upper and Middle	28.8
Lower	32.9

SIZE OF CITY

Over 500,000	31.9
100,000 to 500,000	33.0
10,000 to 100,000	30.0
Under 10,000	27.8

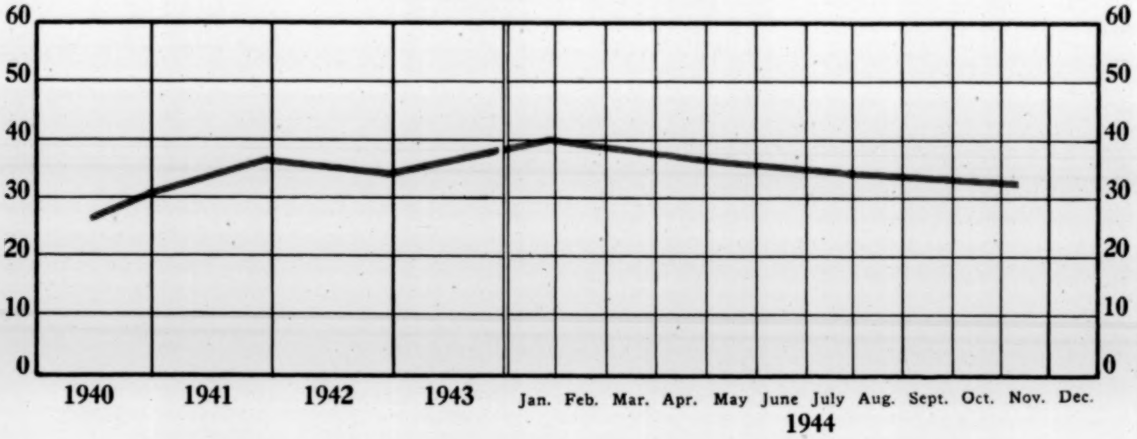
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	33.8
Once a Week	31.6
Less Than Once a Week	27.4

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Judy GARLAND

MARQUEE VALUE IN THIS AUDIT 30.9
RANK IN THIS AUDIT: Among actresses 4th
Among actors and actresses 15th



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	31.6
FEMALES	44.1

AGE GROUPS

MALES: 12-17	23.2
18-30	34.3
31-up	31.0
FEMALES: 12-17	47.0
18-30	44.0
31-up	42.6

INCOME GROUPS

Upper and Middle	34.7
Lower	42.0

SIZE OF CITY

Over 500,000	33.8
100,000 to 500,000	40.7
10,000 to 100,000	40.1
Under 10,000	47.0

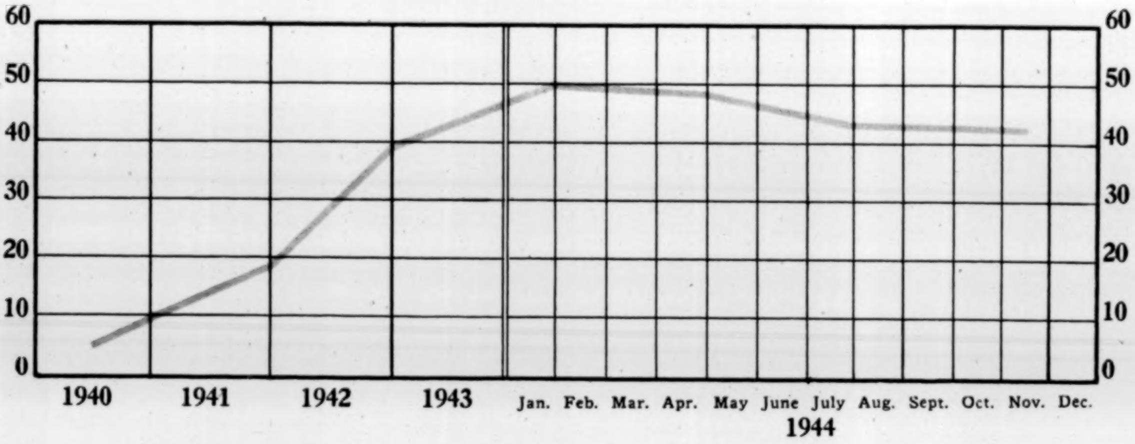
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	38.2
Once a Week	42.6
Less Than Once a Week	36.4

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Greer GARSON

MARQUEE VALUE IN THIS AUDIT 42.0
RANK IN THIS AUDIT: Among actresses 1st
Among actors and actresses 6th



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	37.3
FEMALES	58.0

AGE GROUPS

MALES: 12-17	27.2
18-30	38.6
31-up	44.2
FEMALES: 12-17	45.5
18-30	56.5
31-up	71.8

INCOME GROUPS

Upper and Middle	58.6
Lower	43.4

SIZE OF CITY

Over 500,000	56.4
100,000 to 500,000	47.5
10,000 to 100,000	47.0
Under 10,000	40.7

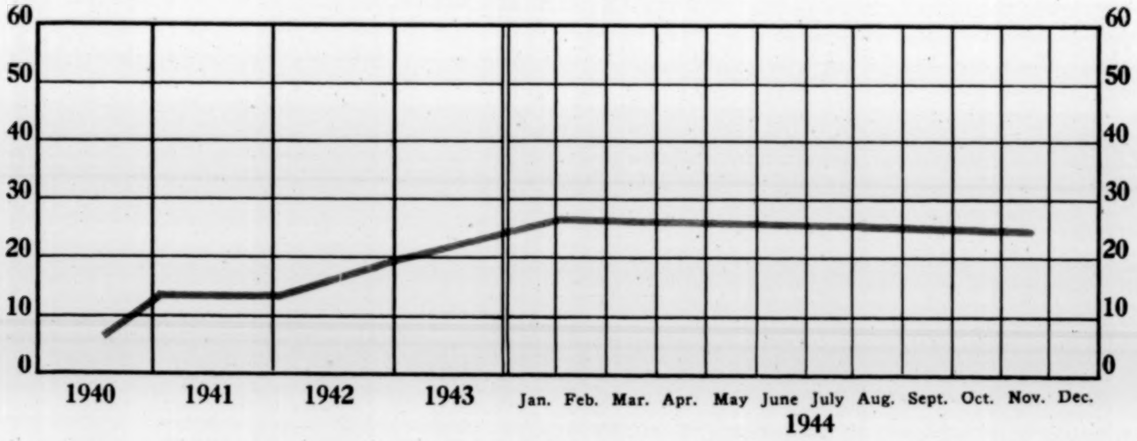
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	42.6
Once a Week	49.8
Less Than Once a Week	58.6

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Paulette GODDARD

MARQUEE VALUE IN THIS AUDIT 24.9
RANK IN THIS AUDIT: Among actresses 11th
Among actors and actresses 27th



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	25.6
FEMALES	28.1

AGE GROUPS

MALES: 12-17	26.8
18-30	23.6
31-up	26.6
FEMALES: 12-17	28.1
18-30	28.7
31-up	26.5

INCOME GROUPS

Upper and Middle	26.9
Lower	27.0

SIZE OF CITY

Over 500,000	28.9
100,000 to 500,000	28.0
10,000 to 100,000	25.6
Under 10,000	24.5

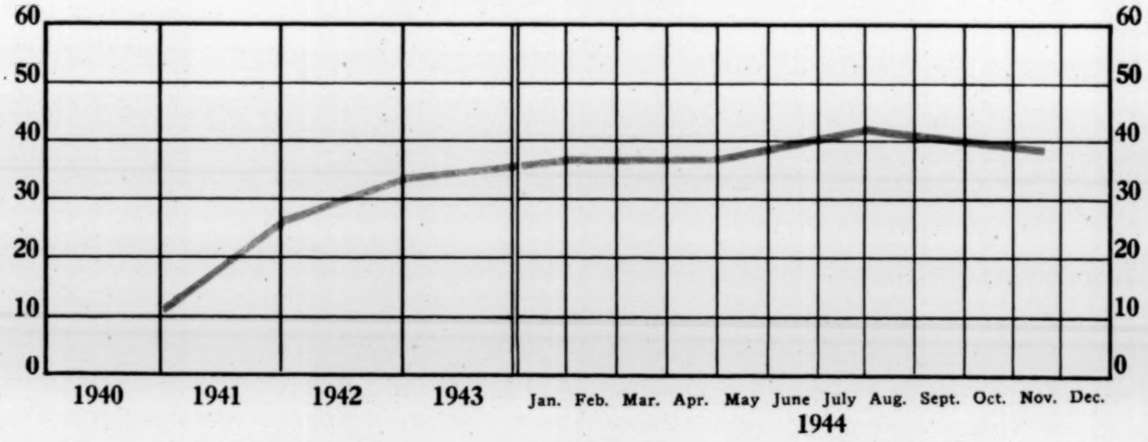
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	26.3
Once a Week	28.2
Less Than Once a Week	26.6

These charts show the percentage of ticket-buyers interviewed in each group—who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Betty GRABLE

MARQUEE VALUE IN THIS AUDIT 38.9
RANK IN THIS AUDIT: Among actresses 3rd
Among actors and actresses 10th



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	47.7
FEMALES	31.1

AGE GROUPS

MALES: 12-17	59.3
18-30	48.6
31-up	36.4
FEMALES: 12-17	40.2
18-30	30.3
31-up	27.0

INCOME GROUPS

Upper and Middle	29.9
Lower	43.6

SIZE OF CITY

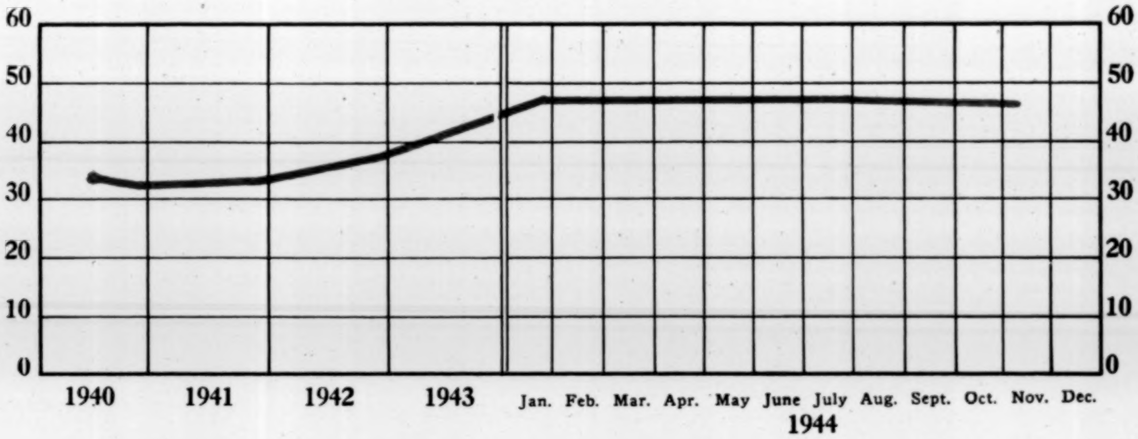
Over 500,000	31.2
100,000 to 500,000	37.8
10,000 to 100,000	44.6
Under 10,000	39.1

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	43.0
Once a Week	40.1
Less Than Once a Week	29.1

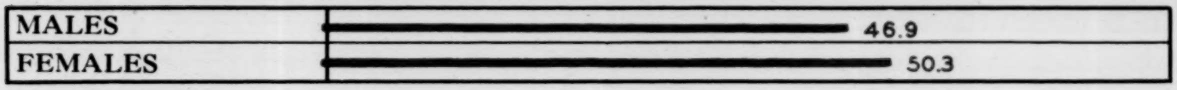
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

MARQUEE VALUE IN THIS AUDIT 48.0
RANK IN THIS AUDIT: Among actors 3rd
Among actors and actresses 3rd

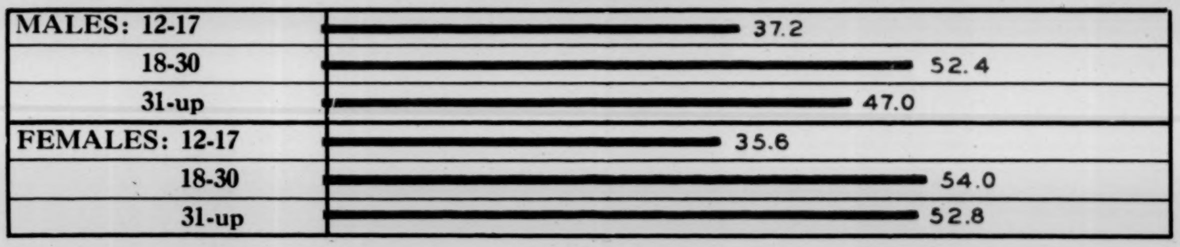


MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

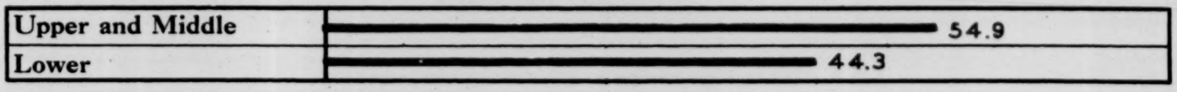
(This analysis is based on the first Audit in each year)



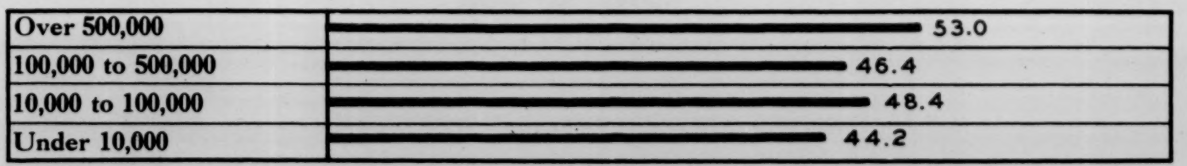
AGE GROUPS



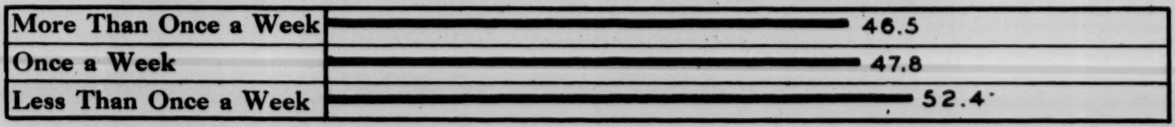
INCOME GROUPS



SIZE OF CITY



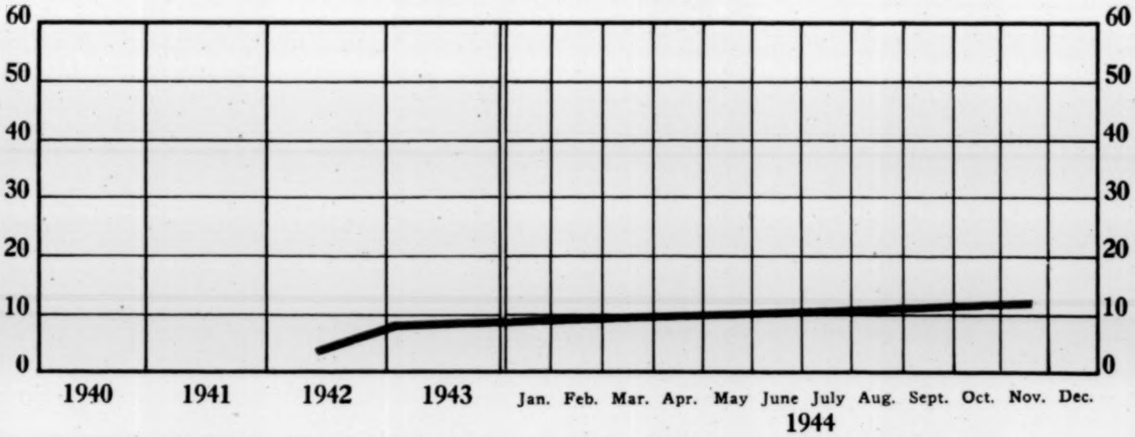
FREQUENCY OF ATTENDANCE AT MOTION PICTURES



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

MARQUEE VALUE IN THIS AUDIT 11.4
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

Analysis of this star's rating by principal audience groups is not available for this report.

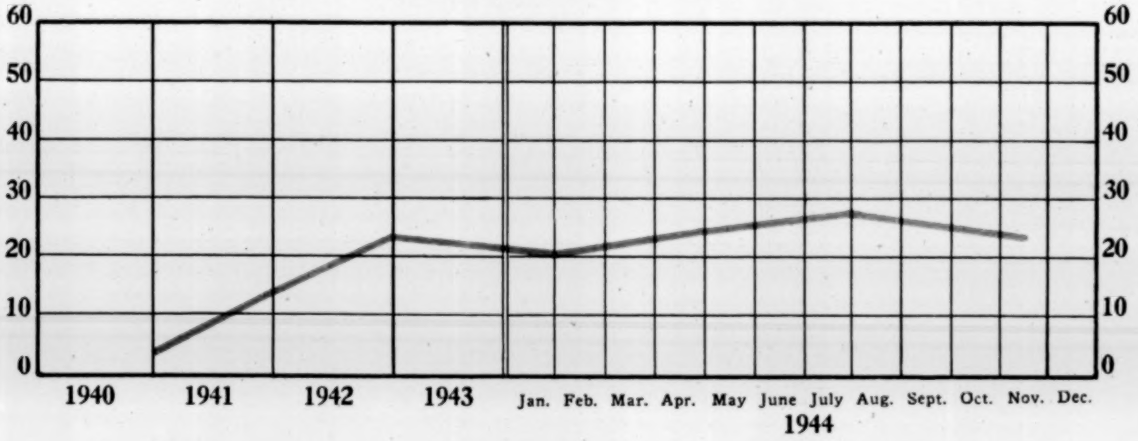
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Rita. HAYWORTH

MARQUEE VALUE IN THIS AUDIT 23.7
RANK IN THIS AUDIT: Among actresses 14th
Among actors and actresses 30th



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	24.6
FEMALES	18.9

AGE GROUPS

MALES: 12-17	24.0
18-30	26.4
31-up	22.1
FEMALES: 12-17	28.1
18-30	17.7
31-up	14.7

INCOME GROUPS

Upper and Middle	17.5
Lower	23.8

SIZE OF CITY

Over 500,000	20.4
100,000 to 500,000	21.4
10,000 to 100,000	21.6
Under 10,000	20.9

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

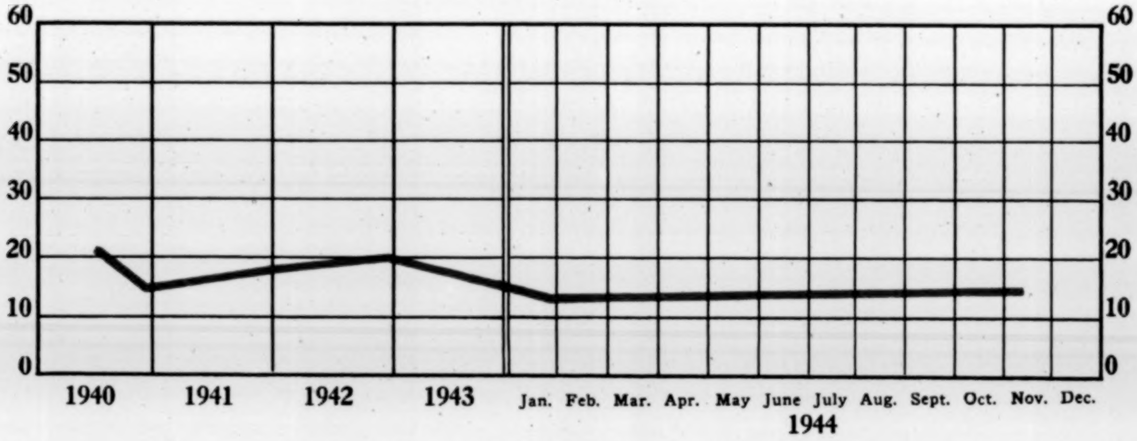
More Than Once a Week	22.8
Once a Week	21.6
Less Than Once a Week	17.7

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Sonja HENIE

MARQUEE VALUE IN THIS AUDIT 16.1
RANK IN THIS AUDIT: Among actresses
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	
Once a Week	
Less Than Once a Week	

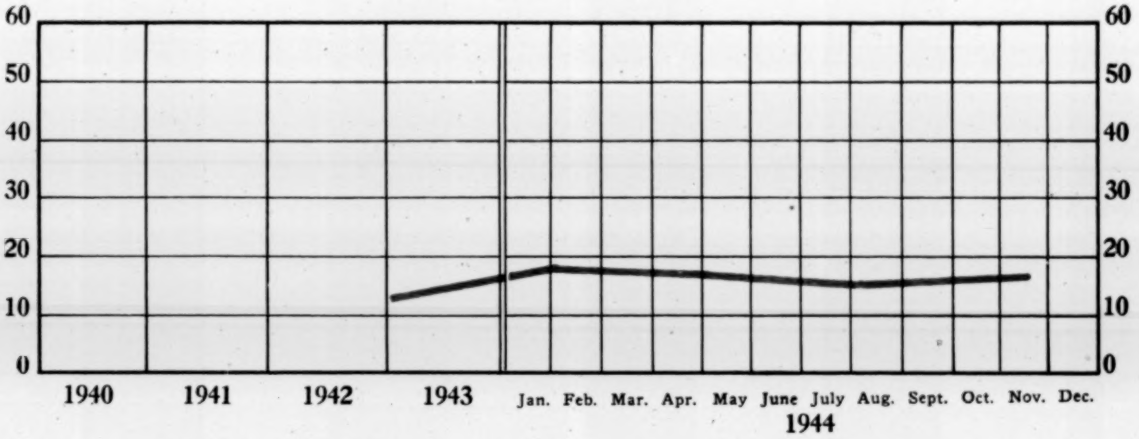
Analysis of this star's rating by principal audience groups is not available for this report.

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Paul HENREID

MARQUEE VALUE IN THIS AUDIT **16.1**
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	7.8
FEMALES	23.7

AGE GROUPS

MALES: 12-17	6.4
18-30	9.9
31-up	5.3
FEMALES: 12-17	17.2
18-30	28.0
31-up	19.2

INCOME GROUPS

Upper and Middle	19.6
Lower	16.2

SIZE OF CITY

Over 500,000	20.8
100,000 to 500,000	16.9
10,000 to 100,000	15.8
Under 10,000	15.0

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

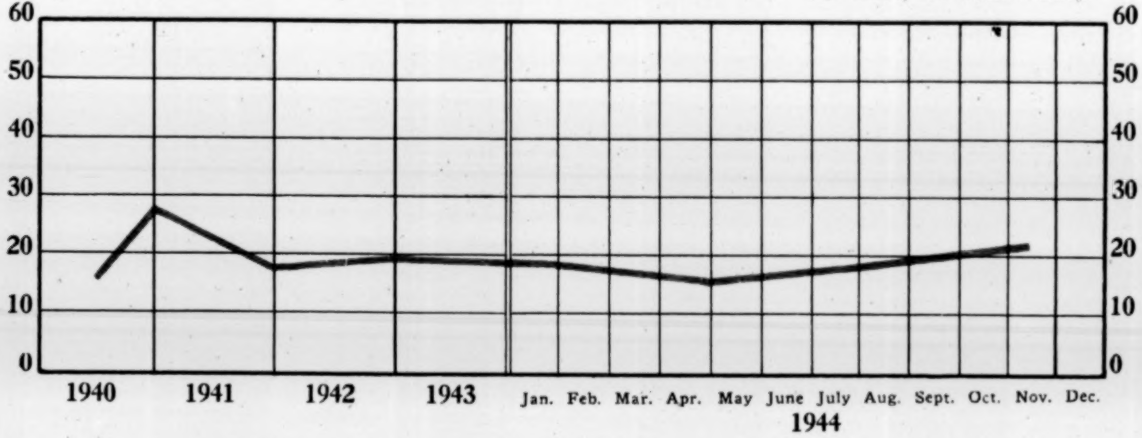
More Than Once a Week	15.3
Once a Week	20.6
Less Than Once a Week	17.0

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Katharine HEPBURN

MARQUEE VALUE IN THIS AUDIT 20.3
RANK IN THIS AUDIT: Among actresses
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	12.9
FEMALES	21.9

AGE GROUPS

MALES: 12-17	3.9
18-30	11.7
31-up	23.8
FEMALES: 12-17	10.5
18-30	23.9
31-up	26.6

INCOME GROUPS

Upper and Middle	24.6
Lower	13.5

SIZE OF CITY

Over 500,000	22.0
100,000 to 500,000	16.9
10,000 to 100,000	15.6
Under 10,000	16.1

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

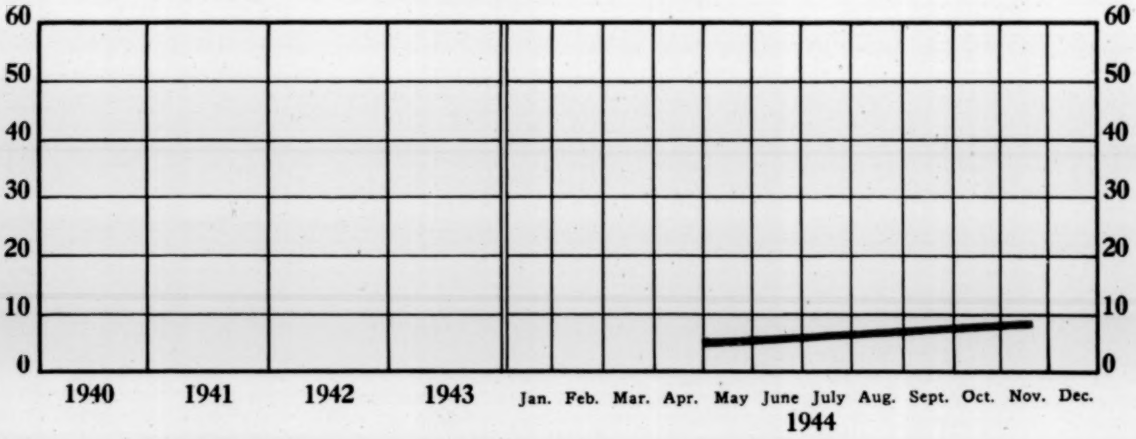
More Than Once a Week	12.2
Once a Week	17.4
Less Than Once a Week	26.4

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

John HODIAK

MARQUEE VALUE IN THIS AUDIT 8.6
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

Analysis of this star's rating by principal audience groups is not available for this report.

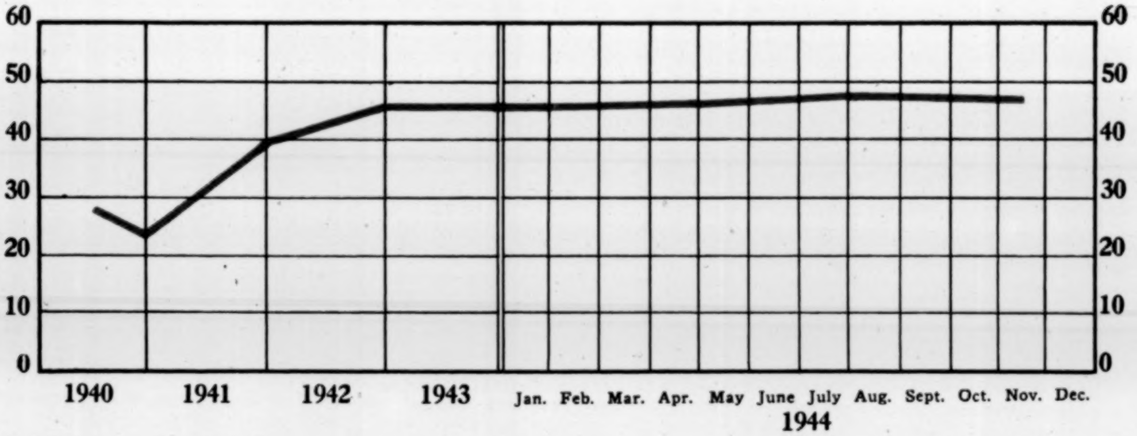
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Bob HOPE

MARQUEE VALUE IN THIS AUDIT 47.1
RANK IN THIS AUDIT: Among actors 5th
Among actors and actresses 5th



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	56.1
FEMALES	39.7

AGE GROUPS

MALES:	12-17	70.6
	18-30	54.6
	31-up	44.5
FEMALES:	12-17	49.4
	18-30	38.0
	31-up	36.7

INCOME GROUPS

Upper and Middle	42.5
Lower	48.6

SIZE OF CITY

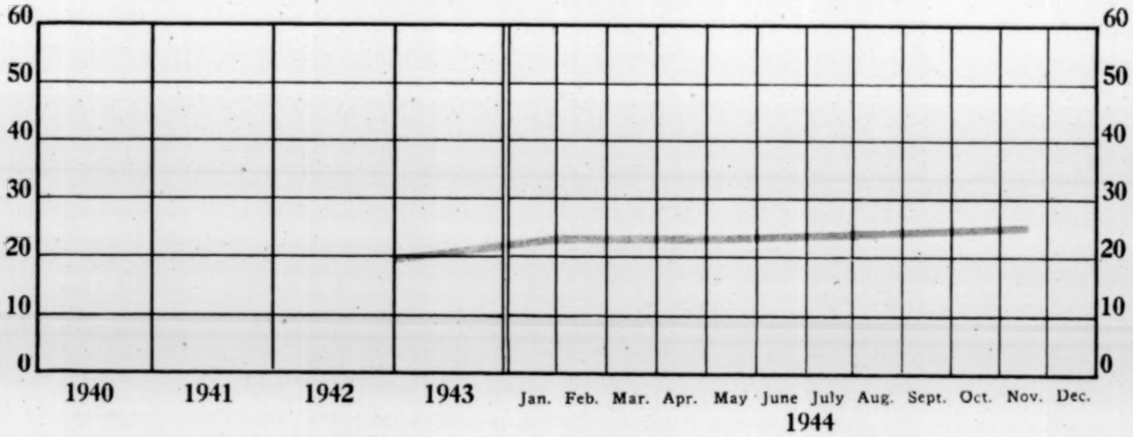
Over 500,000	43.2
100,000 to 500,000	45.9
10,000 to 100,000	49.0
Under 10,000	47.9

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	49.8
Once a Week	45.3
Less Than Once a Week	42.2

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

MARQUEE VALUE IN THIS AUDIT 27.1
RANK IN THIS AUDIT: Among actresses 9th
Among actors and actresses 22nd



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	26.8
FEMALES	24.1

AGE GROUPS

MALES: 12-17	36.8
18-30	27.2
31-up	15.8
FEMALES: 12-17	49.7
18-30	22.2
31-up	8.8

INCOME GROUPS

Upper and Middle	20.6
Lower	28.7

SIZE OF CITY

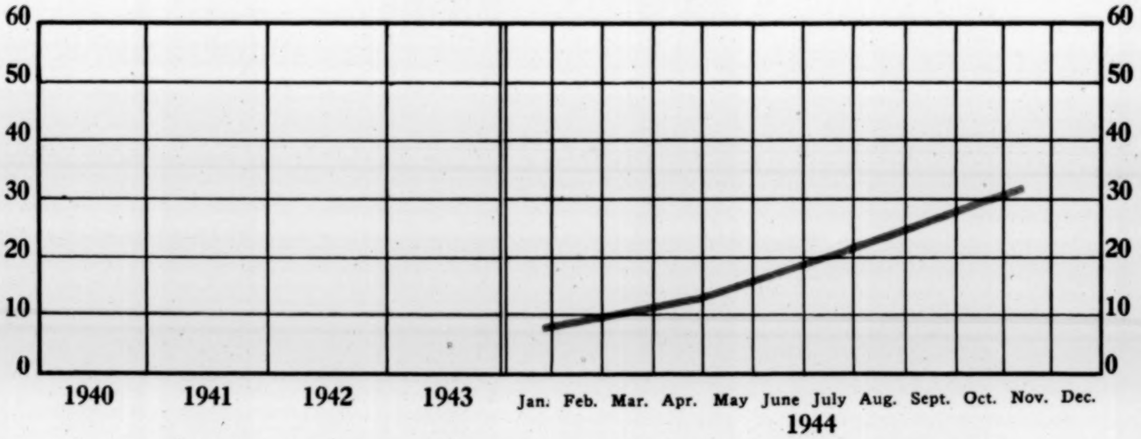
Over 500,000	21.6
100,000 to 500,000	28.4
10,000 to 100,000	28.8
Under 10,000	17.7

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	32.9
Once a Week	25.3
Less Than Once a Week	16.6

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

MARQUEE VALUE IN THIS AUDIT 32.0
RANK IN THIS AUDIT: Among actors 11th
Among actors and actresses 14th



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	5.7
FEMALES	10.9

AGE GROUPS

MALES: 12-17	8.5
18-30	5.6
31-up	2.9
FEMALES: 12-17	23.8
18-30	11.3
31-up	2.5

INCOME GROUPS

Upper and Middle	8.1
Lower	9.2

SIZE OF CITY

Over 500,000	9.4
100,000 to 500,000	8.5
10,000 to 100,000	7.4
Under 10,000	9.4

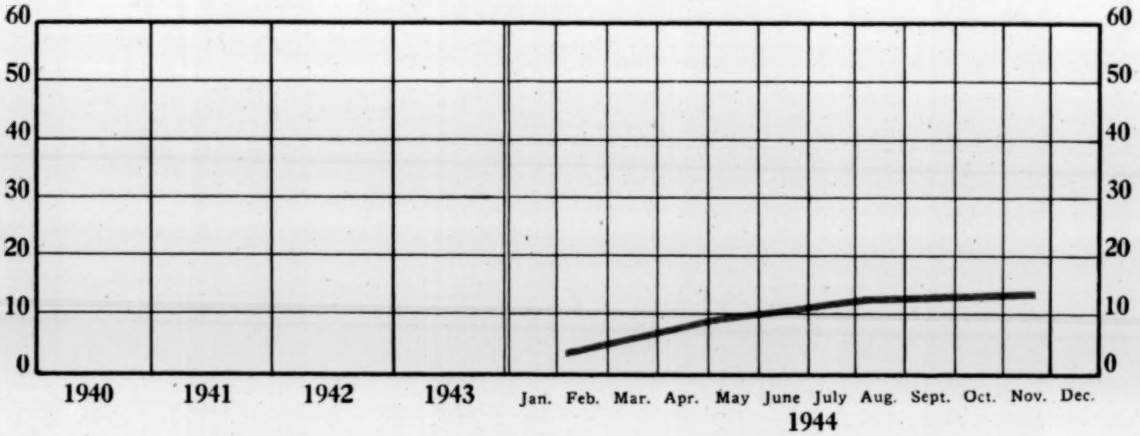
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	11.9
Once a Week	8.3
Less Than Once a Week	4.8

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

MARQUEE VALUE IN THIS AUDIT 14.1
RANK IN THIS AUDIT: Among actresses
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	3.2
FEMALES	4.4

AGE GROUPS

MALES: 12-17	4.9
18-30	1.5
31-up	4.6
FEMALES: 12-17	2.4
18-30	6.0
31-up	2.5

INCOME GROUPS

Upper and Middle	4.9
Lower	3.4

SIZE OF CITY

Over 500,000	5.1
100,000 to 500,000	4.3
10,000 to 100,000	3.7
Under 10,000	1.3

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

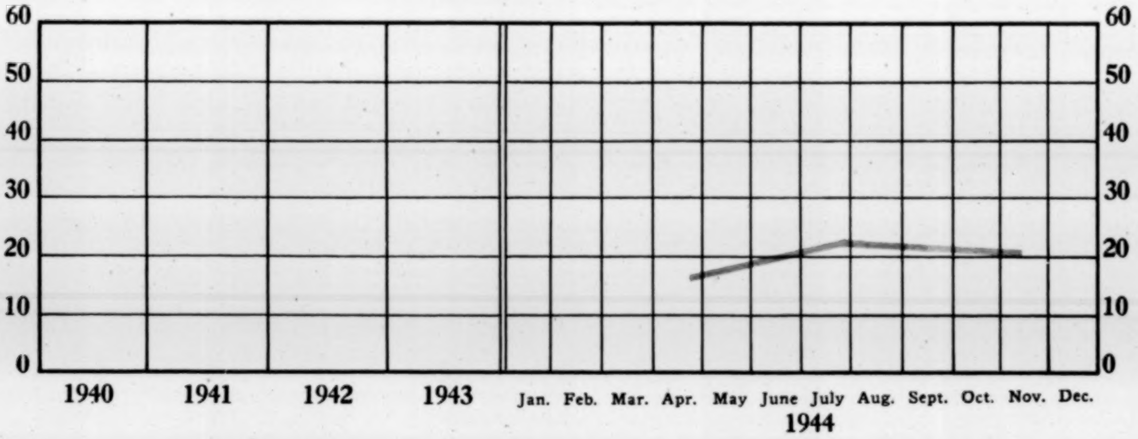
More Than Once a Week	3.7
Once a Week	3.5
Less Than Once a Week	5.2

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Danny KAYE

MARQUEE VALUE IN THIS AUDIT 20.5
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

Analysis of this star's rating by principal audience groups is not available for this report.

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

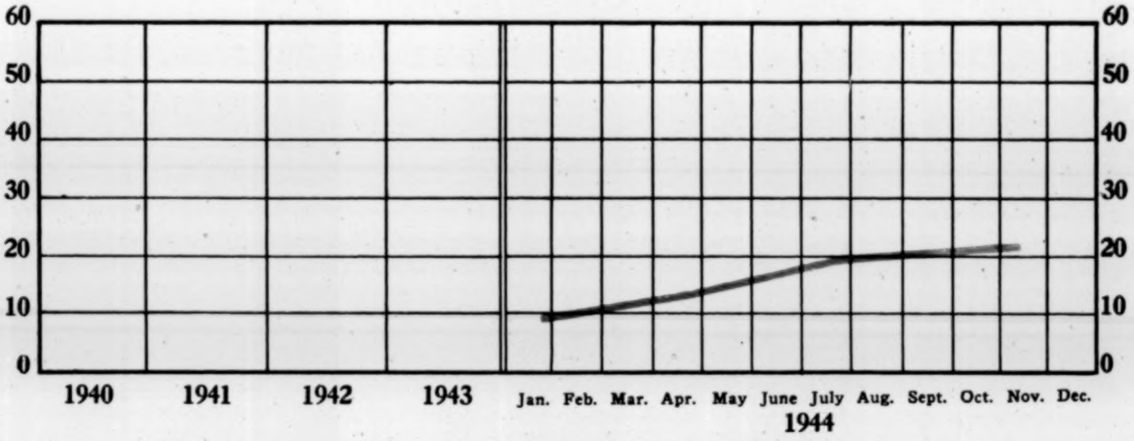
More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Gene KELLY

MARQUEE VALUE IN THIS AUDIT 22.8
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	8.1
FEMALES	11.4

AGE GROUPS

MALES: 12-17	11.9
18-30	6.7
31-up	6.8
FEMALES: 12-17	22.8
18-30	10.7
31-up	4.8

INCOME GROUPS

Upper and Middle	9.6
Lower	10.7

SIZE OF CITY

Over 500,000	13.5
100,000 to 500,000	9.0
10,000 to 100,000	10.4
Under 10,000	4.7

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

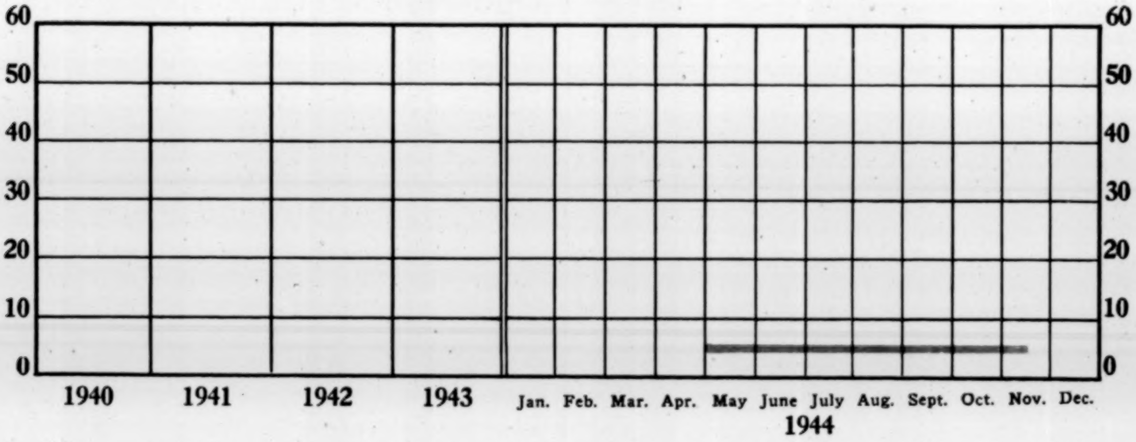
More Than Once a Week	13.2
Once a Week	11.0
Less Than Once a Week	6.6

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Nancy KELLY

MARQUEE VALUE IN THIS AUDIT 4.8
RANK IN THIS AUDIT: Among actresses
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

Analysis of this star's rating by principal audience groups is not available for this report.

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

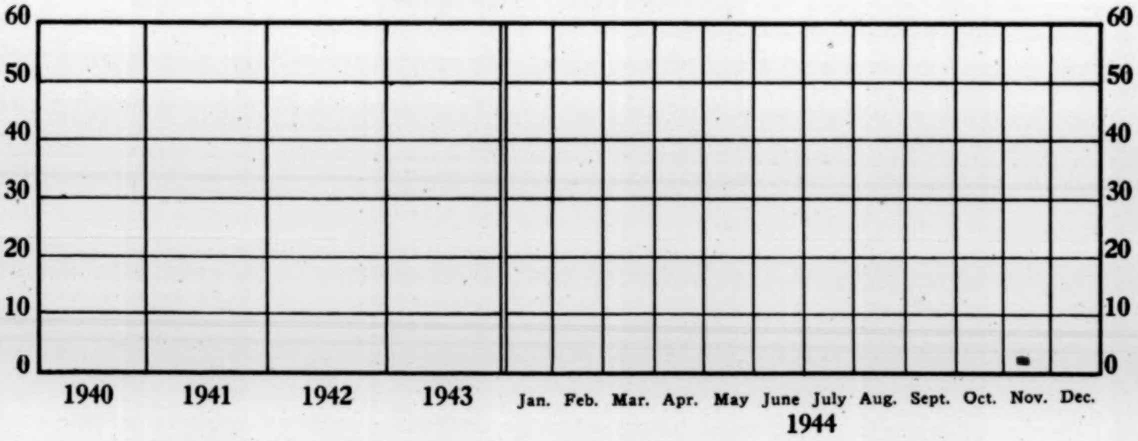
More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Alexander KNOX

MARQUEE VALUE IN THIS AUDIT 3.4
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

Analysis of this star's rating by principal audience groups is not available for this report.

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

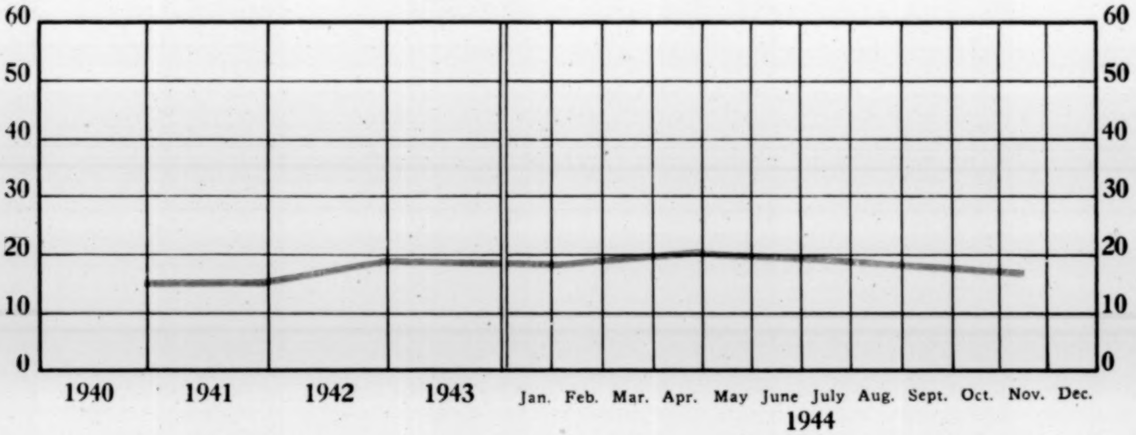
More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Kay KYSER

MARQUEE VALUE IN THIS AUDIT 17.9
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	25.4
FEMALES	16.4

AGE GROUPS

MALES: 12-17	33.1
18-30	26.8
31-up	15.7
FEMALES: 12-17	30.4
18-30	15.0
31-up	8.8

INCOME GROUPS

Upper and Middle	16.1
Lower	22.8

SIZE OF CITY

Over 500,000	13.7
100,000 to 500,000	23.8
10,000 to 100,000	22.4
Under 10,000	24.2

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	24.5
Once a Week	21.2
Less Than Once a Week	13.3

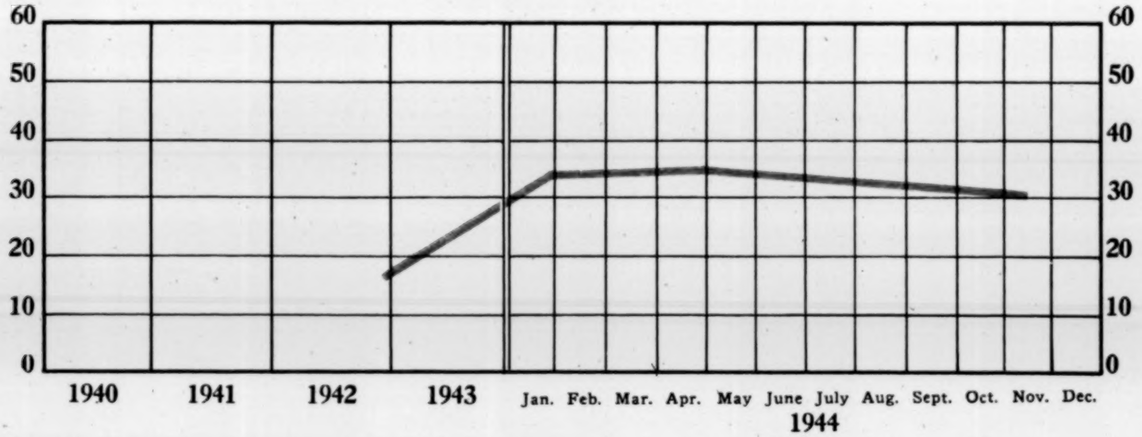
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Alan LADD

MARQUEE VALUE IN THIS AUDIT 30.7

RANK IN THIS AUDIT: Among actors 12th

Among actors and actresses 17th



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

Analysis of this star's rating by principal audience groups is not available for this report.

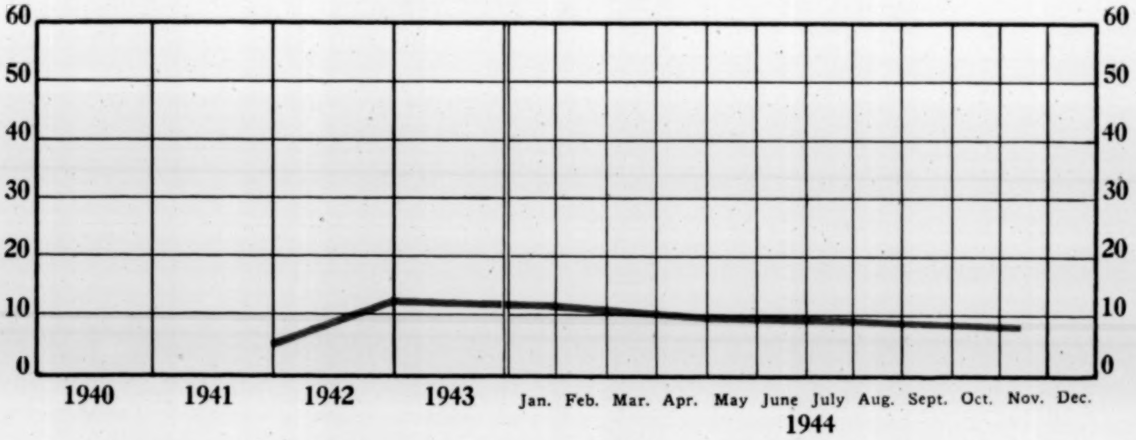
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

MARQUEE VALUE IN THIS AUDIT 7.8
RANK IN THIS AUDIT: Among actresses
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	13.6
FEMALES	8.4

AGE GROUPS

MALES: 12-17	19.8
18-30	12.3
31-up	11.7
FEMALES: 12-17	14.4
18-30	7.0
31-up	6.8

INCOME GROUPS

Upper and Middle	8.0
Lower	12.3

SIZE OF CITY

Over 500,000	8.7
100,000 to 500,000	11.0
10,000 to 100,000	12.2
Under 10,000	10.5

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

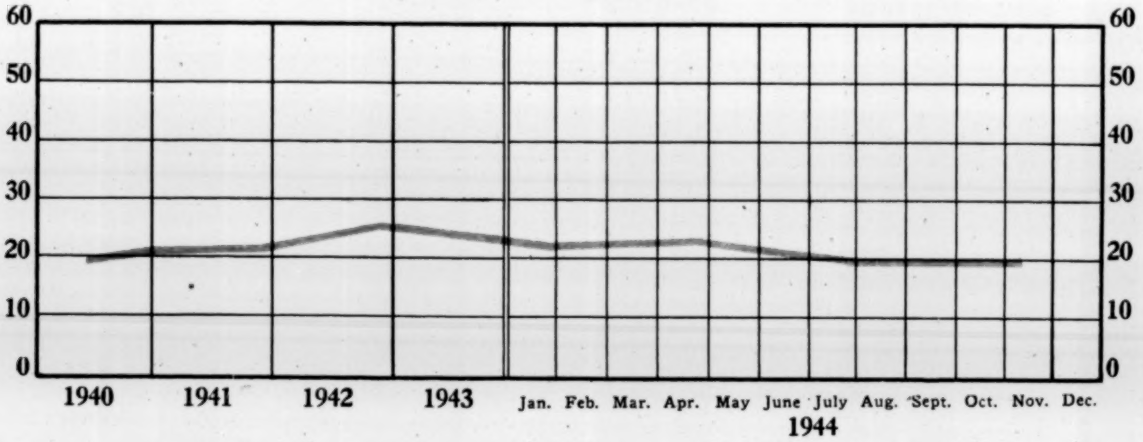
More Than Once a Week	10.7
Once a Week	11.3
Less Than Once a Week	9.4

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Hedy LAMARR

MARQUEE VALUE IN THIS AUDIT 19.8
RANK IN THIS AUDIT: Among actresses
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	25.7
FEMALES	18.3

AGE GROUPS

MALES: 12-17	23.1
18-30	27.7
31-up	24.8
FEMALES: 12-17	24.3
18-30	17.2
31-up	16.5

INCOME GROUPS

Upper and Middle	21.4
Lower	20.7

SIZE OF CITY

Over 500,000	18.0
100,000 to 500,000	23.0
10,000 to 100,000	21.8
Under 10,000	26.5

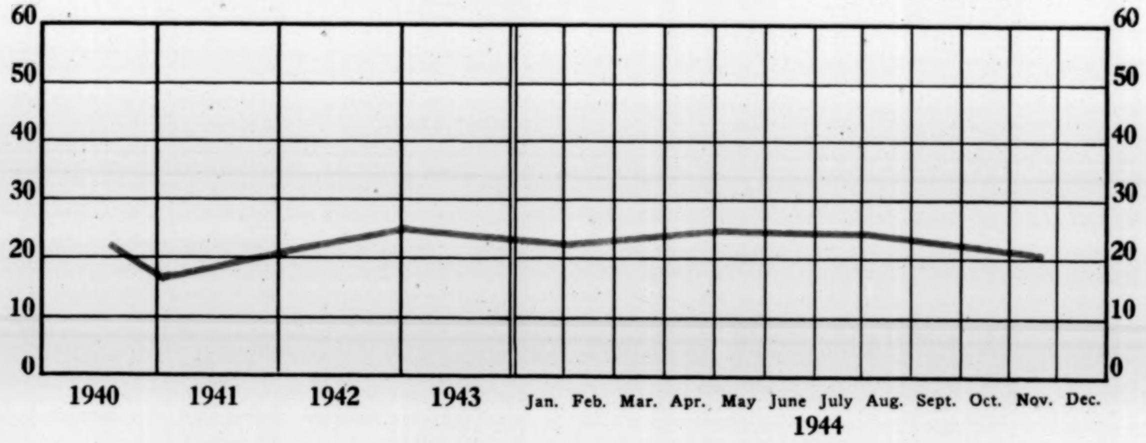
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	22.8
Once a Week	21.1
Less Than Once a Week	19.2

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

MARQUEE VALUE IN THIS AUDIT 20.2
RANK IN THIS AUDIT: Among actresses
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	29.0
FEMALES	19.1

AGE GROUPS

MALES: 12-17	36.3
18-30	27.2
31-up	25.2
FEMALES: 12-17	26.8
18-30	16.0
31-up	20.8

INCOME GROUPS

Upper and Middle	17.9
Lower	26.7

SIZE OF CITY

Over 500,000	17.1
100,000 to 500,000	24.3
10,000 to 100,000	25.5
Under 10,000	28.9

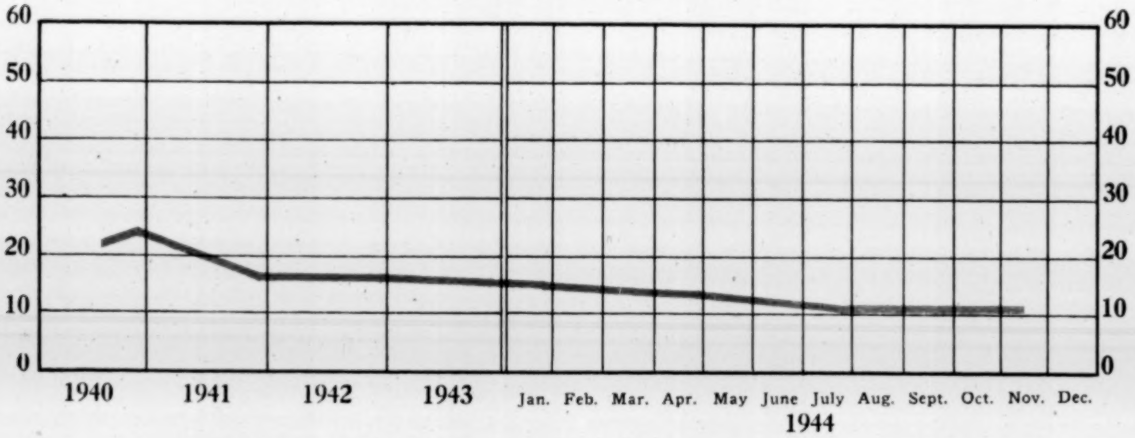
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	26.9
Once a Week	22.4
Less Than Once a Week	19.1

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

MARQUEE VALUE IN THIS AUDIT 11.3
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	17.6
FEMALES	12.0

AGE GROUPS

MALES: 12-17	8.6
18-30	18.3
31-up	25.9
FEMALES: 12-17	5.1
18-30	12.3
31-up	17.0

INCOME GROUPS

Upper and Middle	18.7
Lower	10.8

SIZE OF CITY

Over 500,000	15.9
100,000 to 500,000	13.8
10,000 to 100,000	14.0
Under 10,000	11.1

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

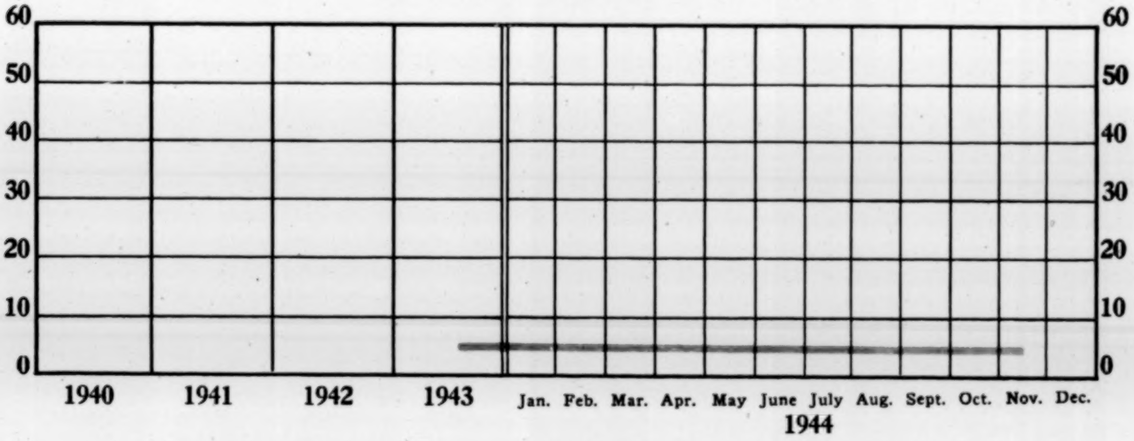
More Than Once a Week	9.6
Once a Week	13.3
Less Than Once a Week	20.5

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Gypsy Rose LEE

MARQUEE VALUE IN THIS AUDIT 4.0
RANK IN THIS AUDIT: Among actresses
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

Analysis of this star's rating by principal audience groups is not available for this report.

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

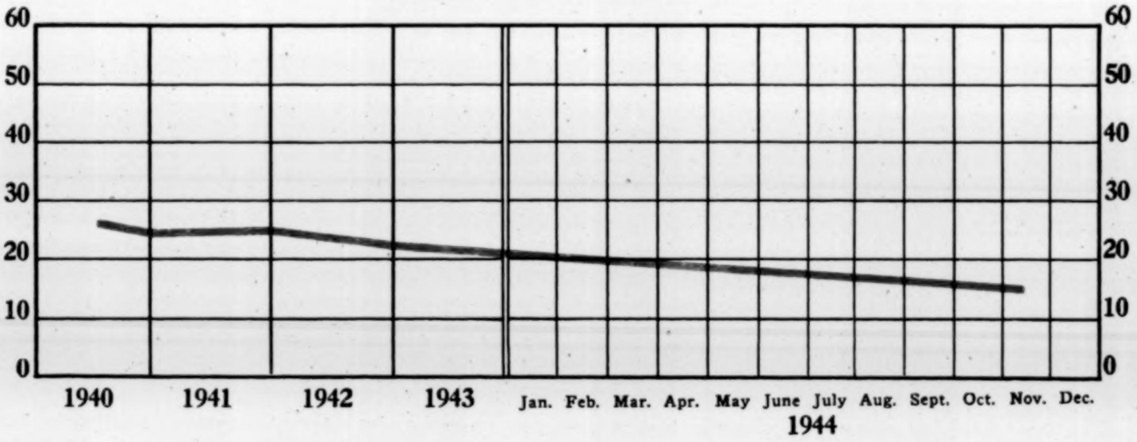
Vivien LEIGH

MARQUEE VALUE IN THIS AUDIT 15.6

RANK IN THIS AUDIT: Among actresses

Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

Analysis of this star's rating by principal audience groups is not available for this report.

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

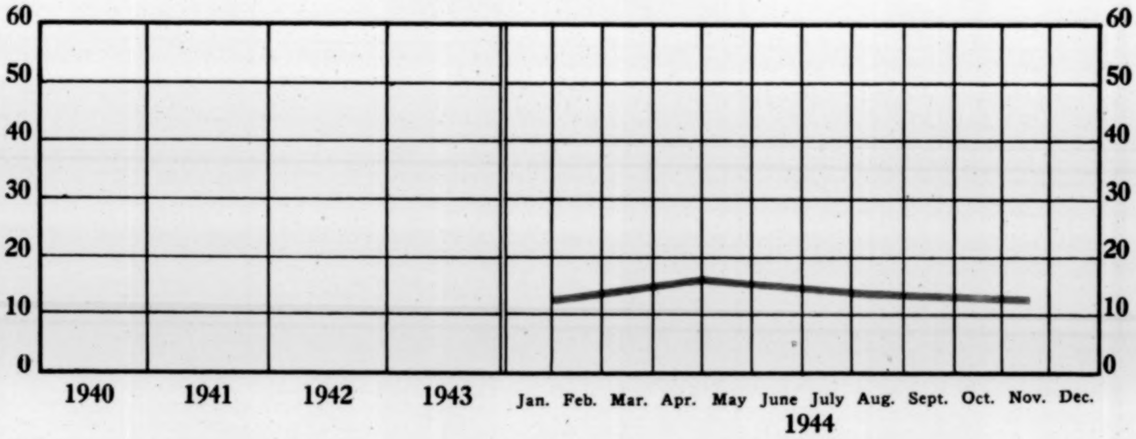
More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Paul LUKAS

MARQUEE VALUE IN THIS AUDIT 13.0
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	12.2
FEMALES	13.6

AGE GROUPS

MALES: 12-17	4.7
18-30	13.0
31-up	18.9
FEMALES: 12-17	5.2
18-30	12.5
31-up	24.7

INCOME GROUPS

Upper and Middle	17.3
Lower	9.4

SIZE OF CITY

Over 500,000	17.0
100,000 to 500,000	11.4
10,000 to 100,000	7.6
Under 10,000	12.0

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

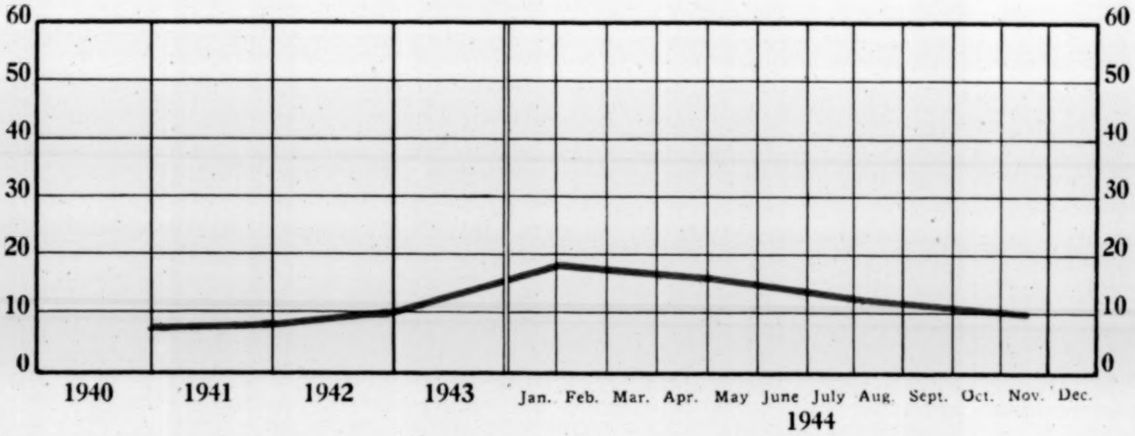
More Than Once a Week	9.1
Once a Week	12.6
Less Than Once a Week	17.5

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Ida LUPINO

MARQUEE VALUE IN THIS AUDIT 11.0
RANK IN THIS AUDIT: Among actresses
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	16.9
FEMALES	21.9

AGE GROUPS

MALES: 12-17	13.5
18-30	20.9
31-up	12.1
FEMALES: 12-17	14.7
18-30	26.4
31-up	18.1

INCOME GROUPS

Upper and Middle	20.7
Lower	19.4

SIZE OF CITY

Over 500,000	25.8
100,000 to 500,000	17.4
10,000 to 100,000	16.9
Under 10,000	15.1

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

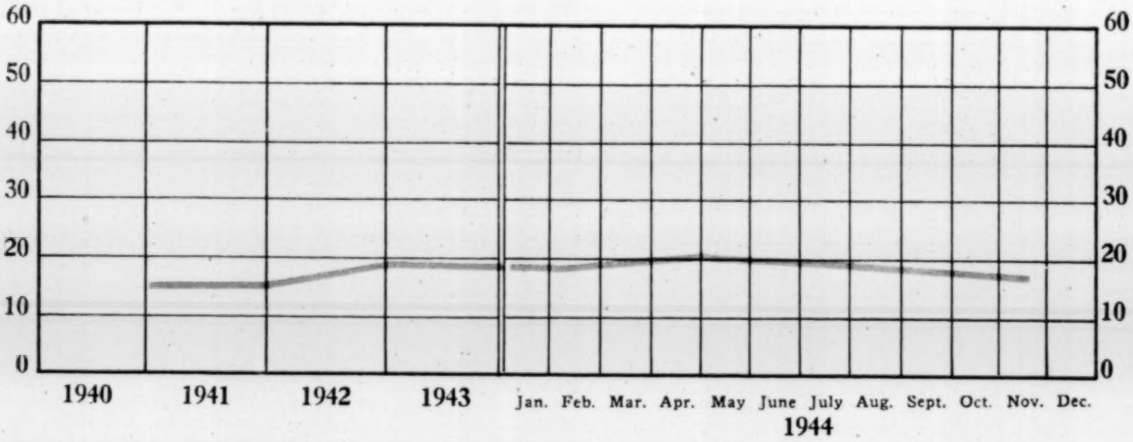
More Than Once a Week	20.5
Once a Week	22.7
Less Than Once a Week	15.8

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Kay KYSER

MARQUEE VALUE IN THIS AUDIT 17.9
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the
top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	25.4
FEMALES	16.4

AGE GROUPS

MALES: 12-17	33.1
18-30	26.8
31-up	15.7
FEMALES: 12-17	30.4
18-30	15.0
31-up	8.8

INCOME GROUPS

Upper and Middle	16.1
Lower	22.8

SIZE OF CITY

Over 500,000	13.7
100,000 to 500,000	23.8
10,000 to 100,000	22.4
Under 10,000	24.2

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

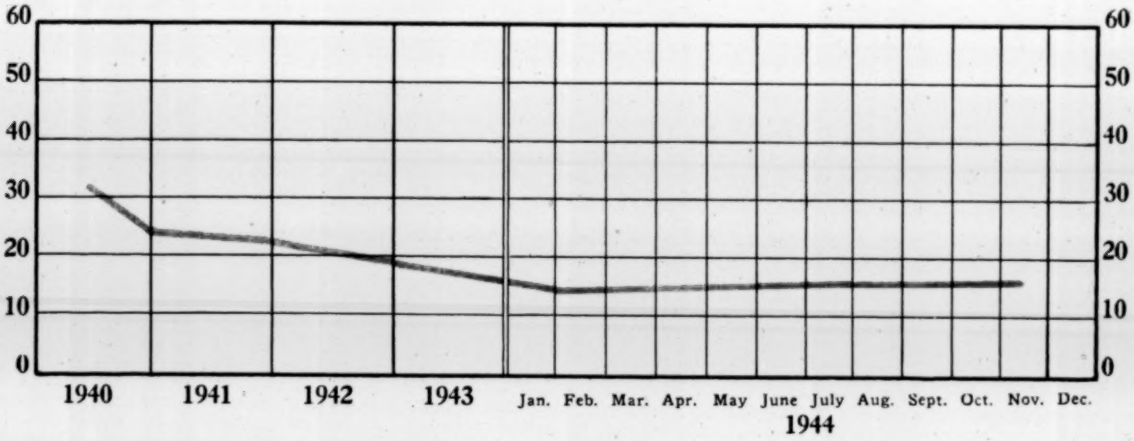
More Than Once a Week	24.5
Once a Week	21.2
Less Than Once a Week	13.3

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Jeanette MacDONALD

MARQUEE VALUE IN THIS AUDIT 13.9
RANK IN THIS AUDIT: Among actresses
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	8.0
FEMALES	15.6

AGE GROUPS

MALES: 12-17	1.4
18-30	7.2
31-up	15.8
FEMALES: 12-17	9.3
18-30	14.7
31-up	23.0

INCOME GROUPS

Upper and Middle	14.5
Lower	11.2

SIZE OF CITY

Over 500,000	12.7
100,000 to 500,000	13.6
10,000 to 100,000	12.8
Under 10,000	9.0

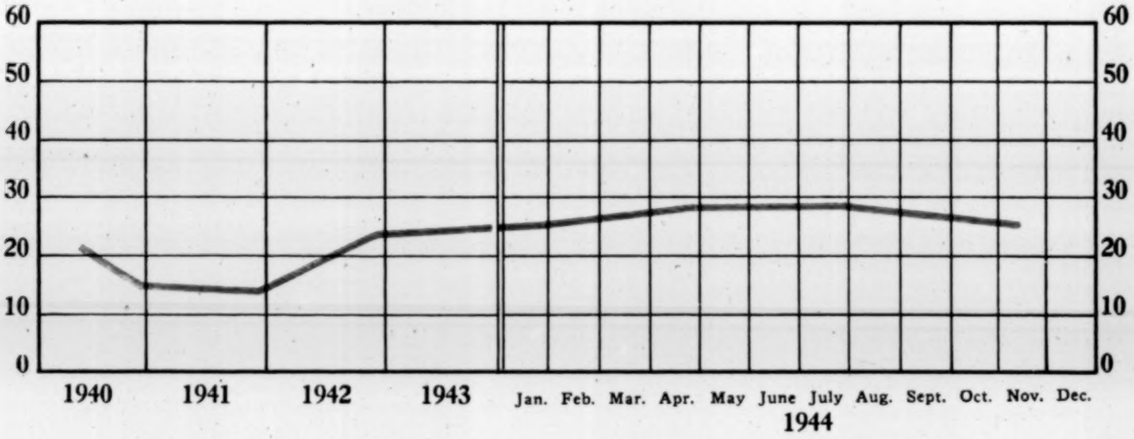
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	7.2
Once a Week	13.3
Less Than Once a Week	18.4

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Fred MacMURRAY

MARQUEE VALUE IN THIS AUDIT 26.6
RANK IN THIS AUDIT: Among actors 14th
Among actors and actresses 23rd



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	24.1
FEMALES	27.8

AGE GROUPS

MALES: 12-17	19.1
18-30	28.1
31-up	21.9
FEMALES: 12-17	17.6
18-30	31.8
31-up	26.7

INCOME GROUPS

Upper and Middle	22.7
Lower	29.0

SIZE OF CITY

Over 500,000	22.4
100,000 to 500,000	28.4
10,000 to 100,000	28.8
Under 10,000	24.8

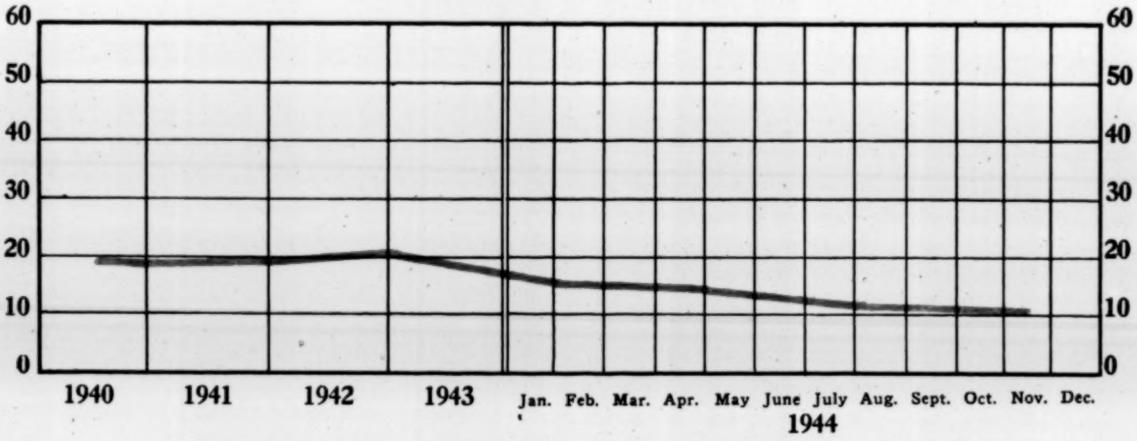
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	25.5
Once a Week	27.7
Less Than Once a Week	25.9

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

MARQUEE VALUE IN THIS AUDIT 10.5
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	14.9
FEMALES	16.9

AGE GROUPS

MALES: 12-17	4.9
18-30	15.1
31-up	24.7
FEMALES: 12-17	5.9
18-30	16.6
31-up	27.0

INCOME GROUPS

Upper and Middle	20.5
Lower	12.7

SIZE OF CITY

Over 500,000	20.0
100,000 to 500,000	12.6
10,000 to 100,000	15.1
Under 10,000	14.2

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

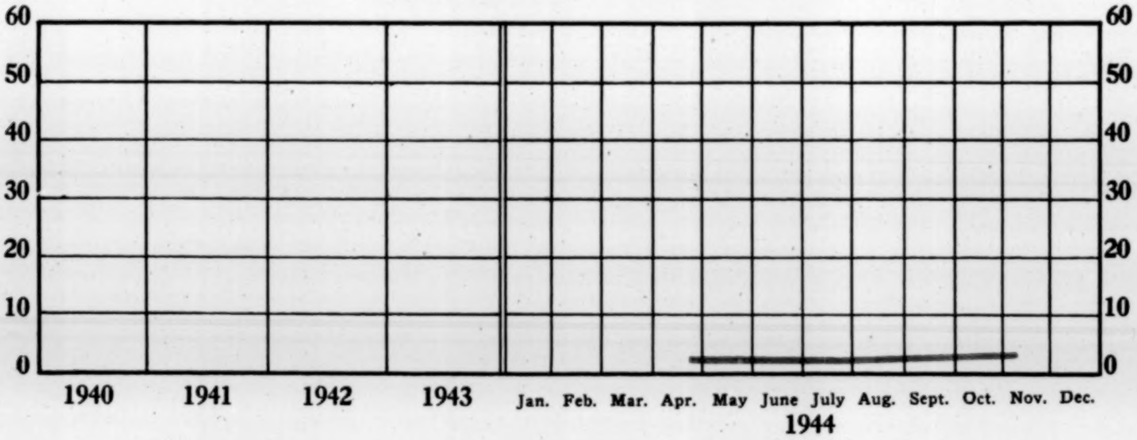
More Than Once a Week	11.5
Once a Week	17.0
Less Than Once a Week	21.2

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Alan MARSHAL

MARQUEE VALUE IN THIS AUDIT 4.0
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

Analysis of this star's rating by principal audience groups is not available for this report.

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

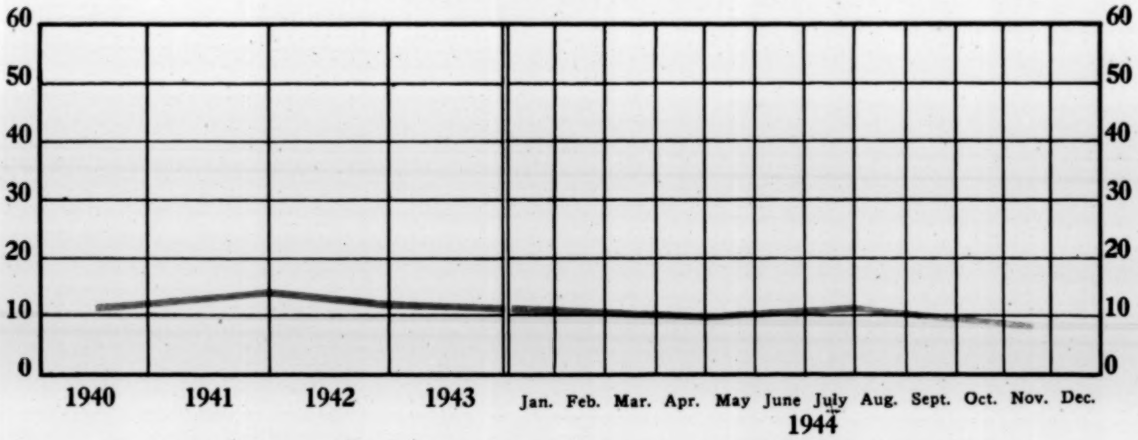
More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Herbert MARSHALL

MARQUEE VALUE IN THIS AUDIT 8.0
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	9.2
FEMALES	12.6

AGE GROUPS

MALES: 12-17	4.2
18-30	7.2
31-up	16.1
FEMALES: 12-17	5.7
18-30	11.4
31-up	22.8

INCOME GROUPS

Upper and Middle	13.7
Lower	9.4

SIZE OF CITY

Over 500,000	11.4
100,000 to 500,000	11.9
10,000 to 100,000	8.9
Under 10,000	13.1

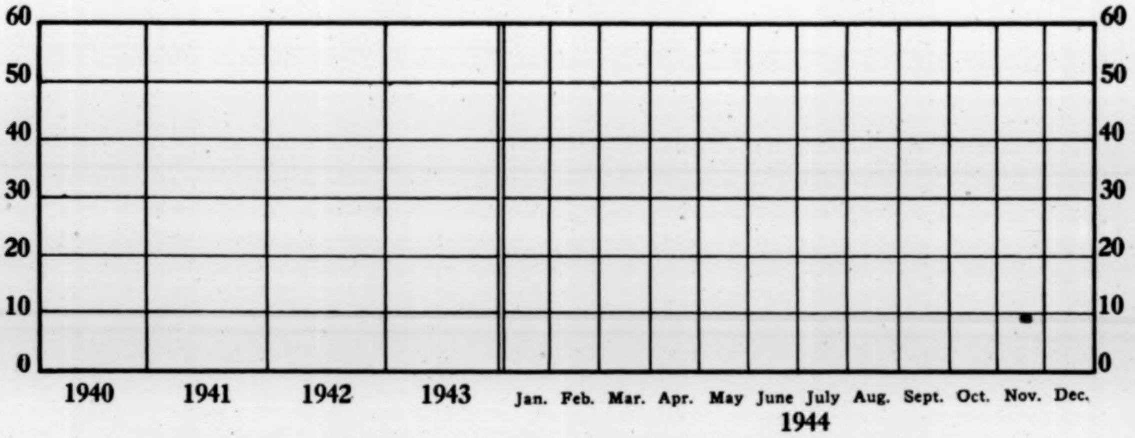
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	8.3
Once a Week	11.2
Less Than Once a Week	14.8

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

MARQUEE VALUE IN THIS AUDIT 9.5
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

Analysis of this star's rating by principal audience groups is not available for this report.

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

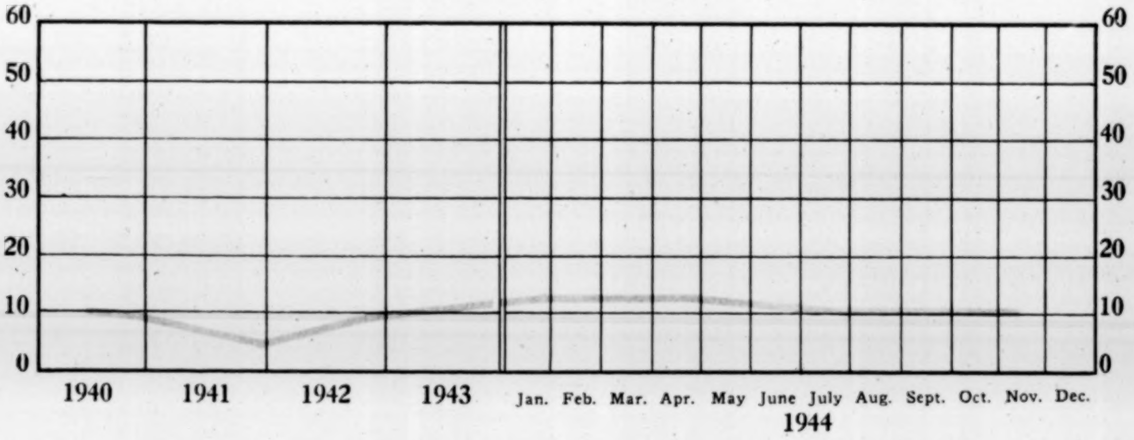
More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Joel McCREA

MARQUEE VALUE IN THIS AUDIT 10.7
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	12.1
FEMALES	14.0

AGE GROUPS

MALES: 12-17	11.7
18-30	11.6
31-up	13.4
FEMALES: 12-17	12.9
18-30	14.6
31-up	13.7

INCOME GROUPS

Upper and Middle	14.5
Lower	12.1

SIZE OF CITY

Over 500,000	13.6
100,000 to 500,000	14.1
10,000 to 100,000	12.8
Under 10,000	8.0

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

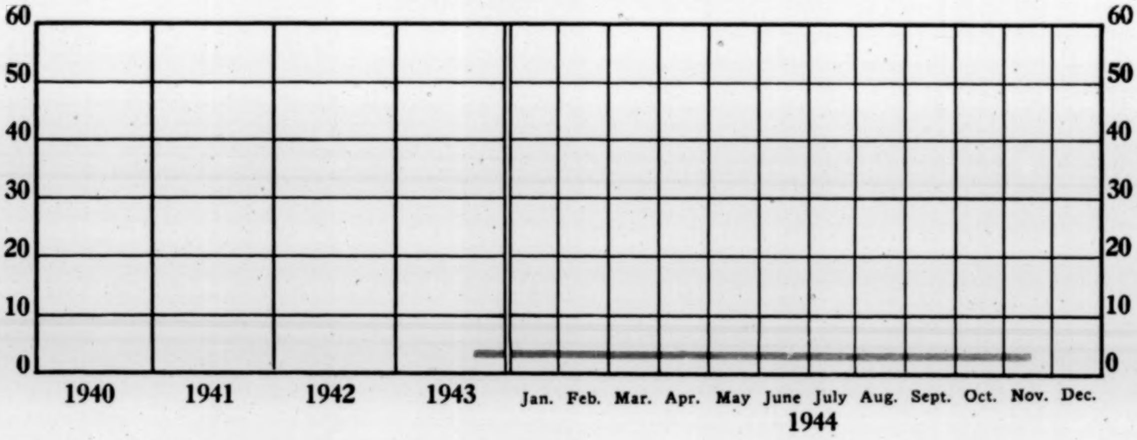
More Than Once a Week	13.3
Once a Week	12.8
Less Than Once a Week	14.0

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Hattie McDANIEL

MARQUEE VALUE IN THIS AUDIT 2.2
RANK IN THIS AUDIT: Among actresses
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

Analysis of this star's rating by principal audience groups is not available for this report.

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

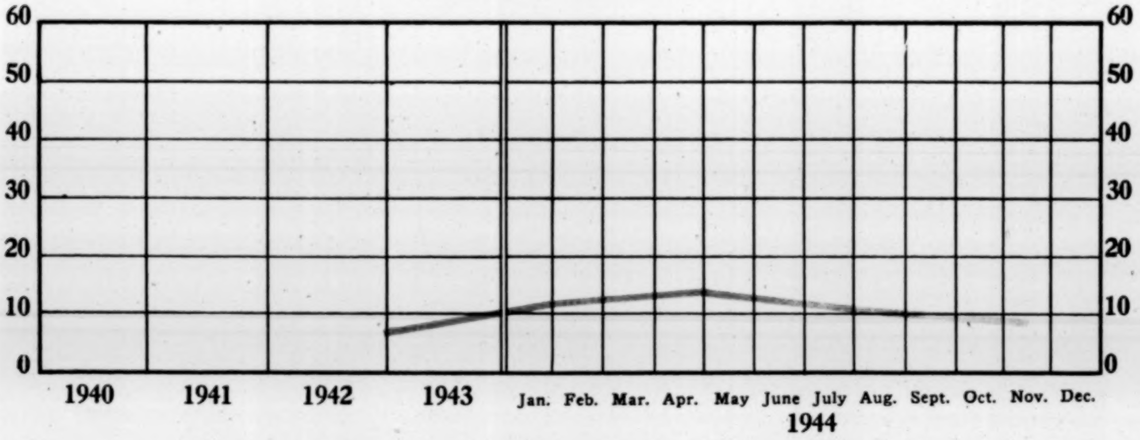
More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Roddy McDOWALL

MARQUEE VALUE IN THIS AUDIT 9.6
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	8.9
FEMALES	13.1

AGE GROUPS

MALES: 12-17	14.7
18-30	6.7
31-up	7.0
FEMALES: 12-17	18.7
18-30	12.6
31-up	10.0

INCOME GROUPS

Upper and Middle	11.8
Lower	11.1

SIZE OF CITY

Over 500,000	12.3
100,000 to 500,000	10.2
10,000 to 100,000	12.3
Under 10,000	12.3

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

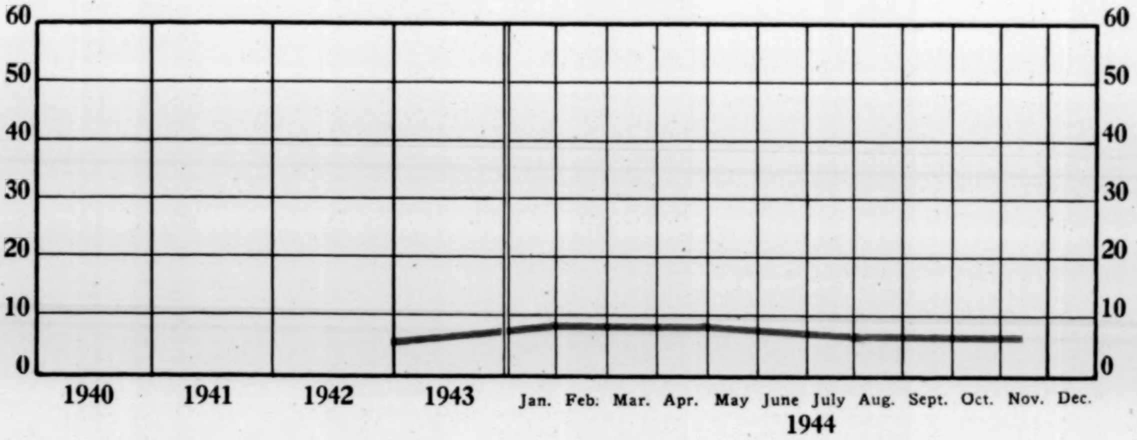
More Than Once a Week	13.1
Once a Week	9.9
Less Than Once a Week	11.4

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Dorothy McGUIRE

MARQUEE VALUE IN THIS AUDIT 5.4
RANK IN THIS AUDIT: Among actresses
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	5.5
FEMALES	10.2

AGE GROUPS

MALES: 12-17	5.0
18-30	5.7
31-up	4.8
FEMALES: 12-17	9.0
18-30	11.0
31-up	9.6

INCOME GROUPS

Upper and Middle	11.4
Lower	5.4

SIZE OF CITY

Over 500,000	9.6
100,000 to 500,000	7.3
10,000 to 100,000	7.5
Under 10,000	5.9

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

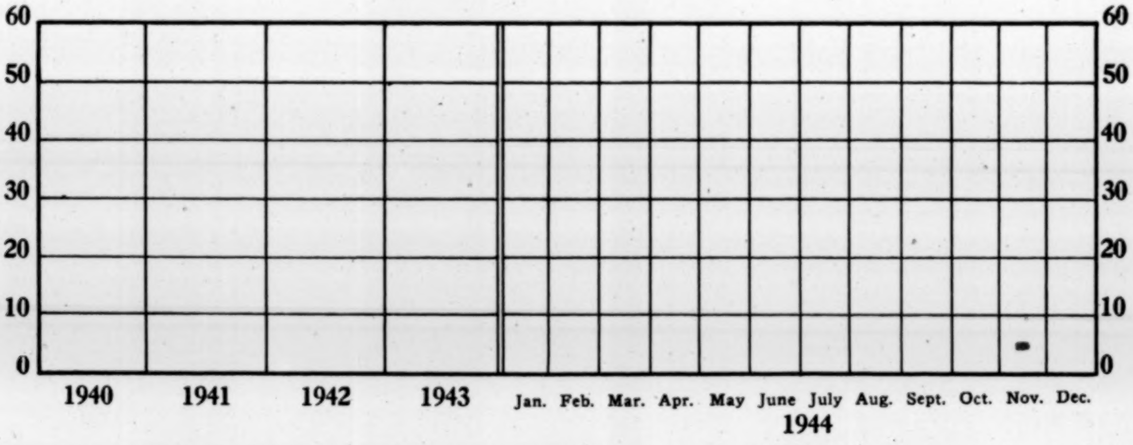
More Than Once a Week	8.0
Once a Week	7.8
Less Than Once a Week	8.3

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Burgess MEREDITH

MARQUEE VALUE IN THIS AUDIT 5.4
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

Analysis of this star's rating by principal audience groups is not available for this report.

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	
Once a Week	
Less Than Once a Week	

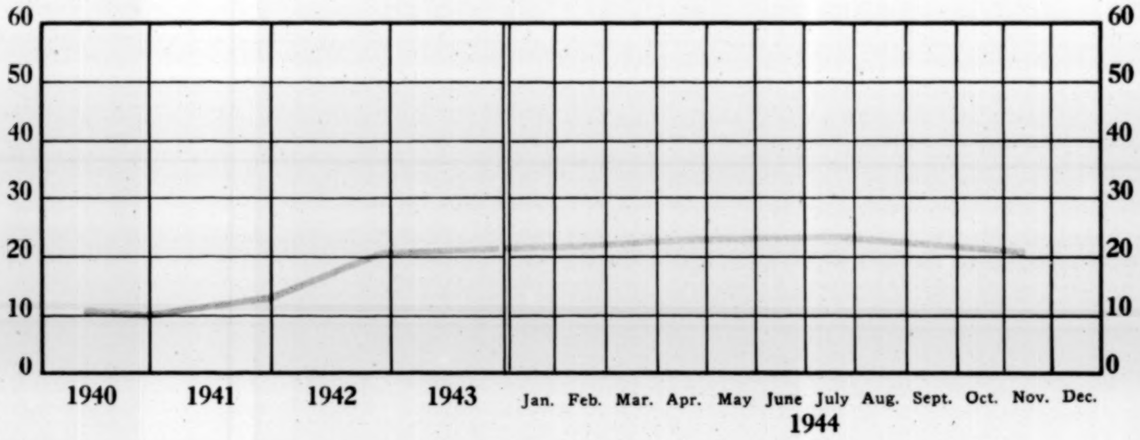
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

MARQUEE VALUE IN THIS AUDIT 21.2

RANK IN THIS AUDIT: Among actors

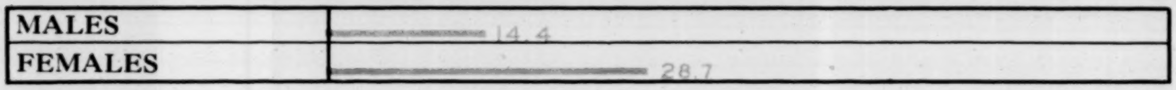
Among actors and actresses

This player not among the top thirty in total rank.

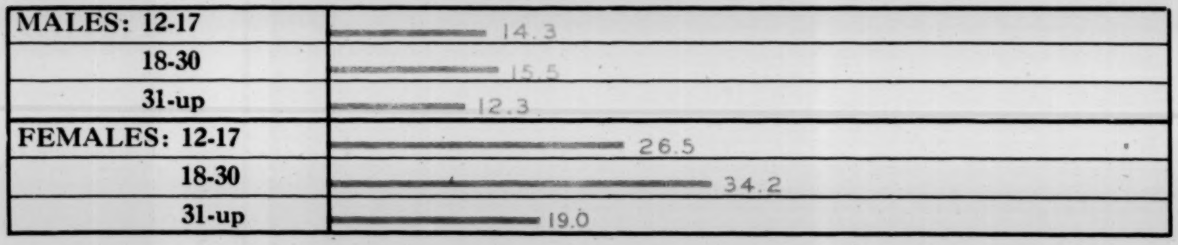


MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

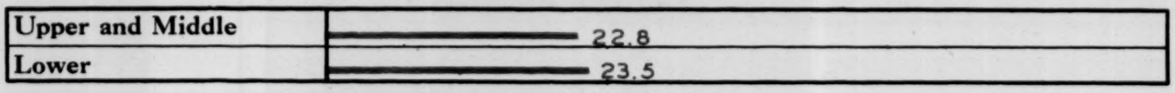
(This analysis is based on the first Audit in each year)



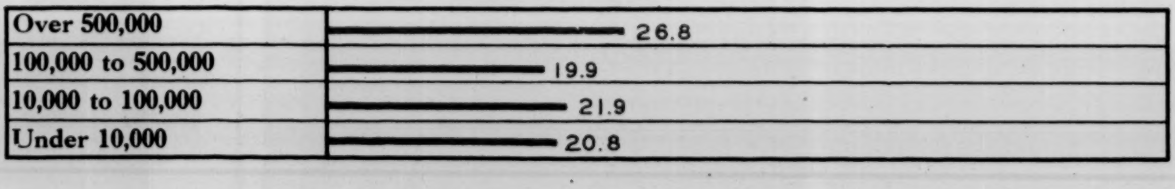
AGE GROUPS



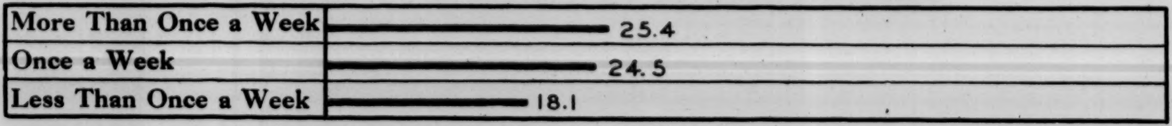
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES

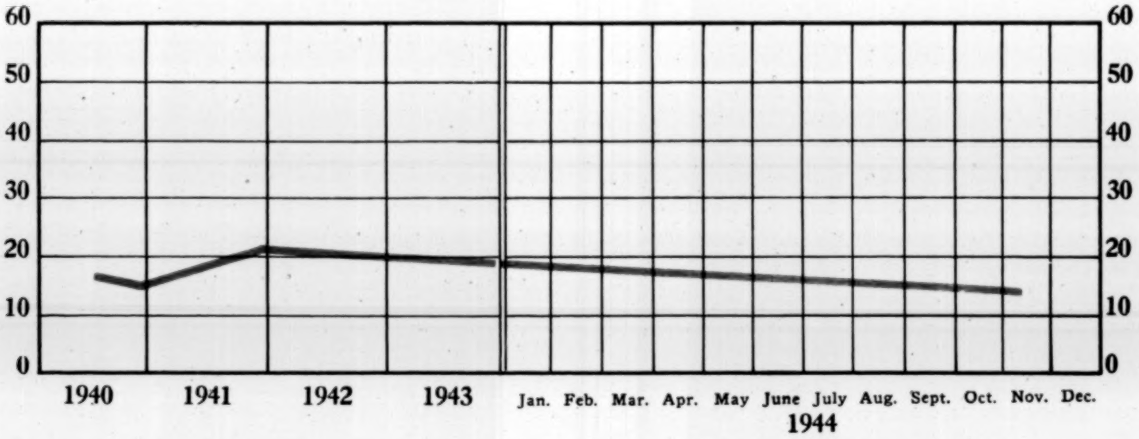


These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Robert MONTGOMERY

MARQUEE VALUE IN THIS AUDIT 14.3
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

Analysis of this star's rating by principal audience groups is not available for this report.

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

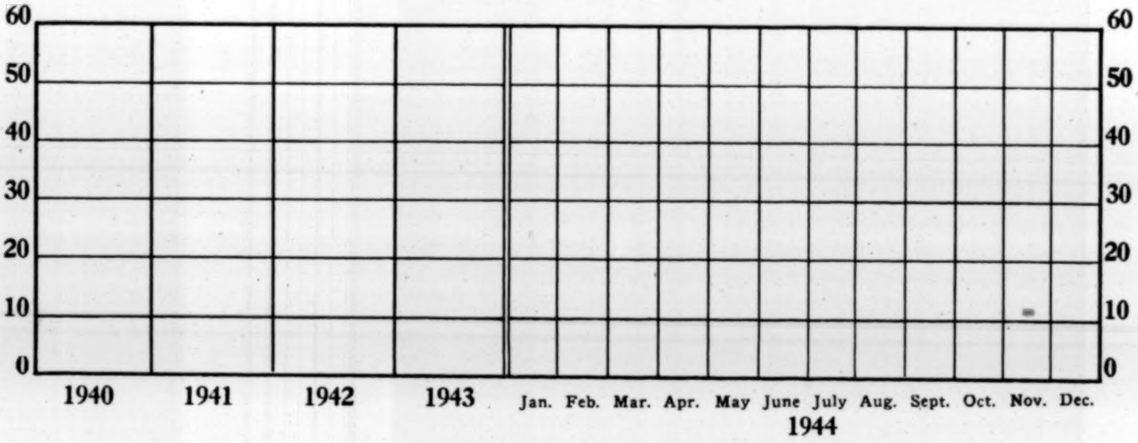
Maria MONTEZ

MARQUEE VALUE IN THIS AUDIT 11.3

RANK IN THIS AUDIT: Among actresses

Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

Analysis of this star's rating by principal audience groups is not available for this report.

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

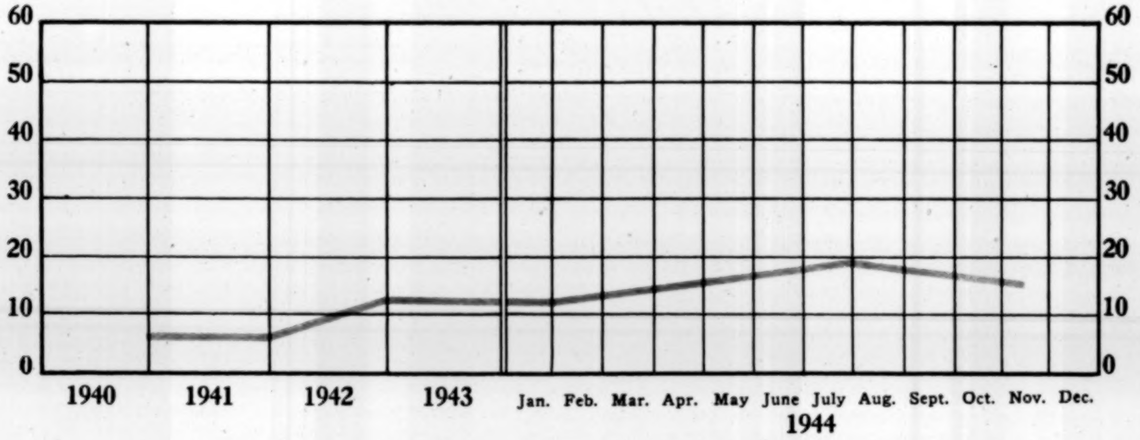
Dennis MORGAN

MARQUEE VALUE IN THIS AUDIT 15.6

RANK IN THIS AUDIT: Among actors

Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	8.3
FEMALES	14.6

AGE GROUPS

MALES: 12-17	12.9
18-30	8.8
31-up	4.6
FEMALES: 12-17	25.8
18-30	14.8
31-up	5.2

INCOME GROUPS

Upper and Middle	9.2
Lower	14.4

SIZE OF CITY

Over 500,000	7.8
100,000 to 500,000	12.2
10,000 to 100,000	16.9
Under 10,000	13.2

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

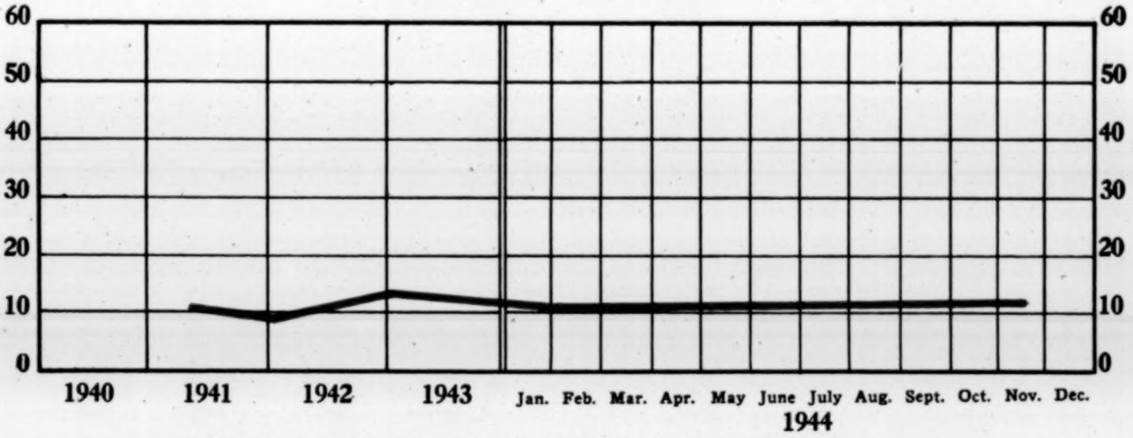
More Than Once a Week	16.2
Once a Week	10.2
Less Than Once a Week	9.0

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Frank MORGAN

MARQUEE VALUE IN THIS AUDIT 11.4
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

Analysis of this star's rating by principal audience groups is not available for this report.

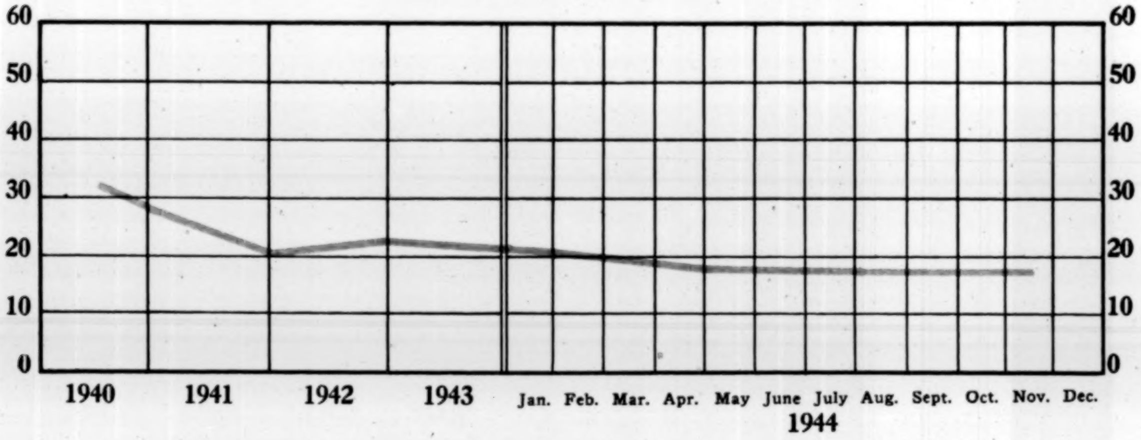
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

MARQUEE VALUE IN THIS AUDIT 18.2
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	25.4
FEMALES	19.2

AGE GROUPS

MALES: 12-17	14.9
18-30	25.6
31-up	35.0
FEMALES: 12-17	9.4
18-30	20.6
31-up	23.6

INCOME GROUPS

Upper and Middle	27.4
Lower	17.2

SIZE OF CITY

Over 500,000	30.8
100,000 to 500,000	17.9
10,000 to 100,000	15.3
Under 10,000	16.7

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

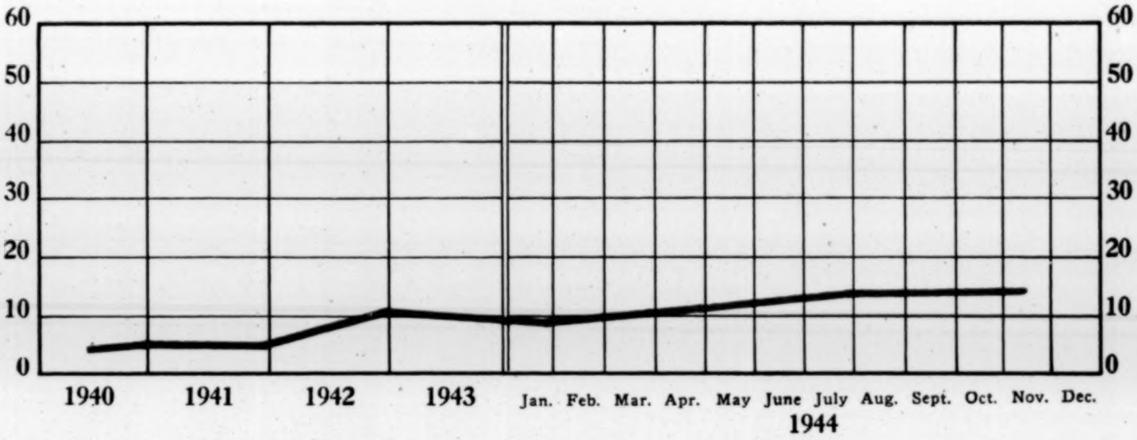
More Than Once a Week	17.3
Once a Week	20.6
Less Than Once a Week	27.5

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

George MURPHY

MARQUEE VALUE IN THIS AUDIT 15.3
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	8.5
FEMALES	9.8

AGE GROUPS

MALES: 12-17	9.8
18-30	8.3
31-up	7.4
FEMALES: 12-17	10.3
18-30	10.0
31-up	8.7

INCOME GROUPS

Upper and Middle	8.1
Lower	10.2

SIZE OF CITY

Over 500,000	9.5
100,000 to 500,000	9.4
10,000 to 100,000	8.7
Under 10,000	10.1

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

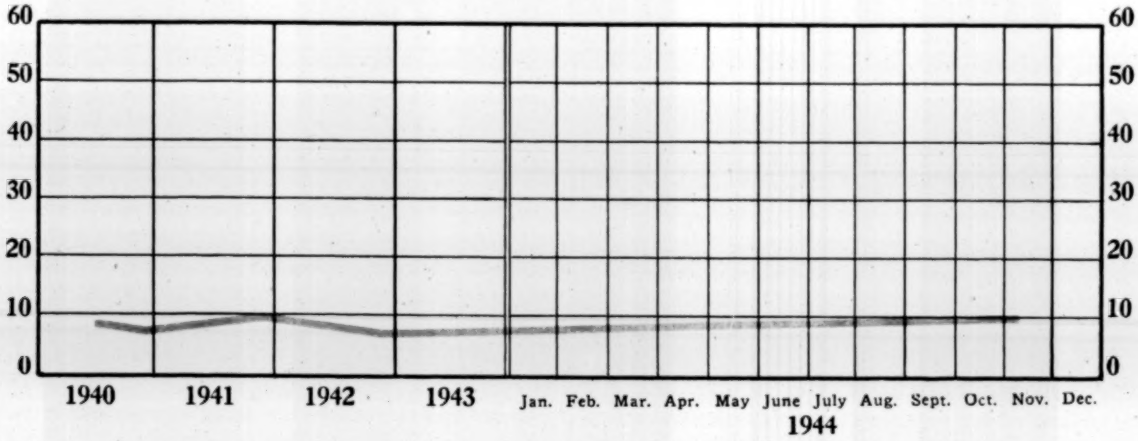
More Than Once a Week	10.2
Once a Week	9.6
Less Than Once a Week	7.6

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Merle OBERON

MARQUEE VALUE IN THIS AUDIT 9.1
RANK IN THIS AUDIT: Among actresses
Among actors and actresses

This player not among the
top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

Analysis of this star's rating by principal audience
groups is not available for this report.

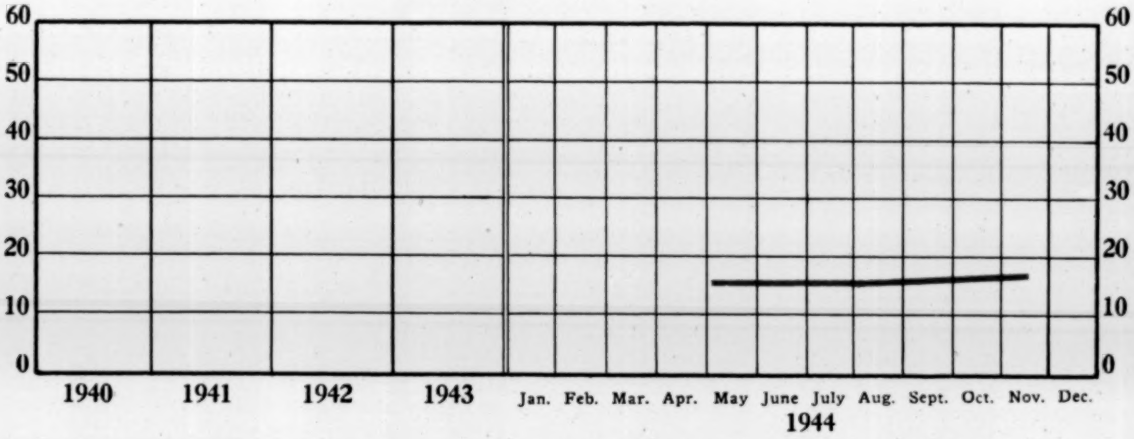
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

MARQUEE VALUE IN THIS AUDIT 15.6
RANK IN THIS AUDIT: Among actresses
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

Analysis of this star's rating by principal audience groups is not available for this report.

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

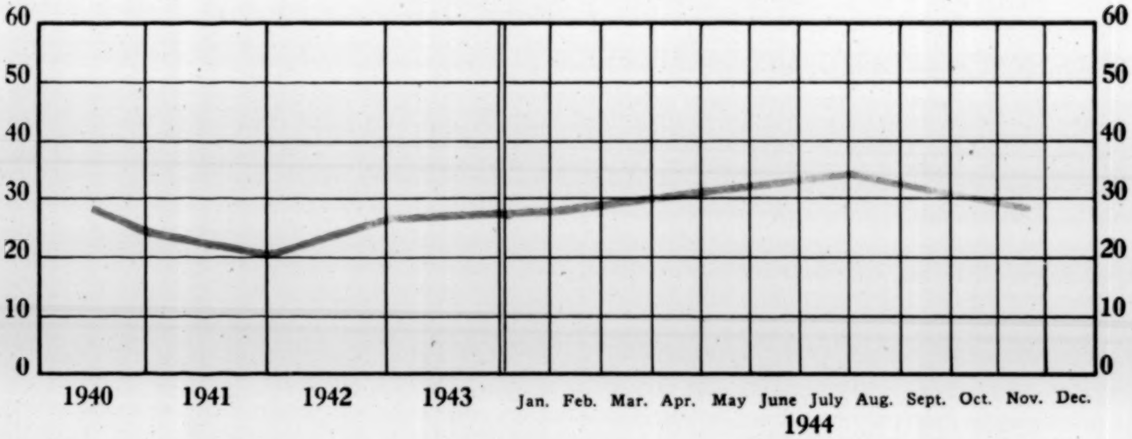
More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

1

Pat O'BRIEN

MARQUEE VALUE IN THIS AUDIT 29.5
RANK IN THIS AUDIT: Among actors 13th
Among actors and actresses 19th



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	43.1
FEMALES	19.6

AGE GROUPS

MALES: 12-17	49.6
18-30	39.7
31-up	43.3
FEMALES: 12-17	17.2
18-30	19.1
31-up	22.8

INCOME GROUPS

Upper and Middle	25.1
Lower	31.6

SIZE OF CITY

Over 500,000	24.6
100,000 to 500,000	27.9
10,000 to 100,000	32.8
Under 10,000	32.7

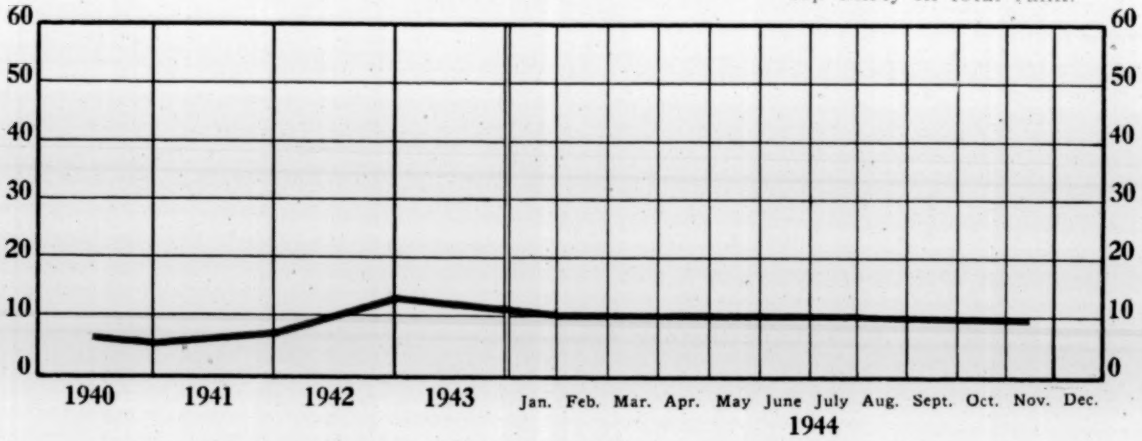
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	29.6
Once a Week	30.7
Less Than Once a Week	28.7

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

MARQUEE VALUE IN THIS AUDIT 9.2
RANK IN THIS AUDIT: Among actresses
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	7.1
FEMALES	11.3

AGE GROUPS

MALES: 12-17	6.2
18-30	8.2
31-up	6.2
FEMALES: 12-17	14.8
18-30	11.3
31-up	8.4

INCOME GROUPS

Upper and Middle	9.6
Lower	9.6

SIZE OF CITY

Over 500,000	9.9
100,000 to 500,000	9.7
10,000 to 100,000	10.0
Under 10,000	7.8

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

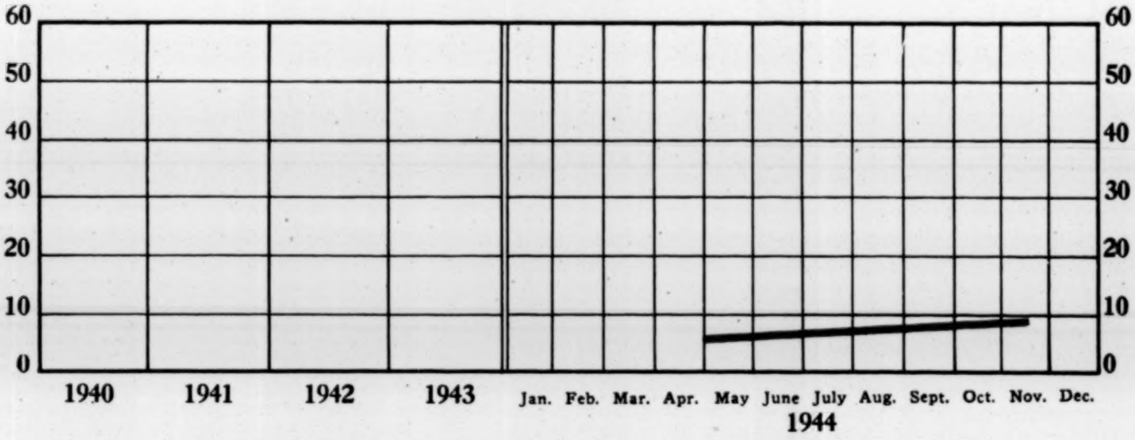
More Than Once a Week	10.4
Once a Week	10.0
Less Than Once a Week	8.5

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Dennis O'KEEFE

MARQUEE VALUE IN THIS AUDIT 8.9
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

Analysis of this star's rating by principal audience groups is not available for this report.

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

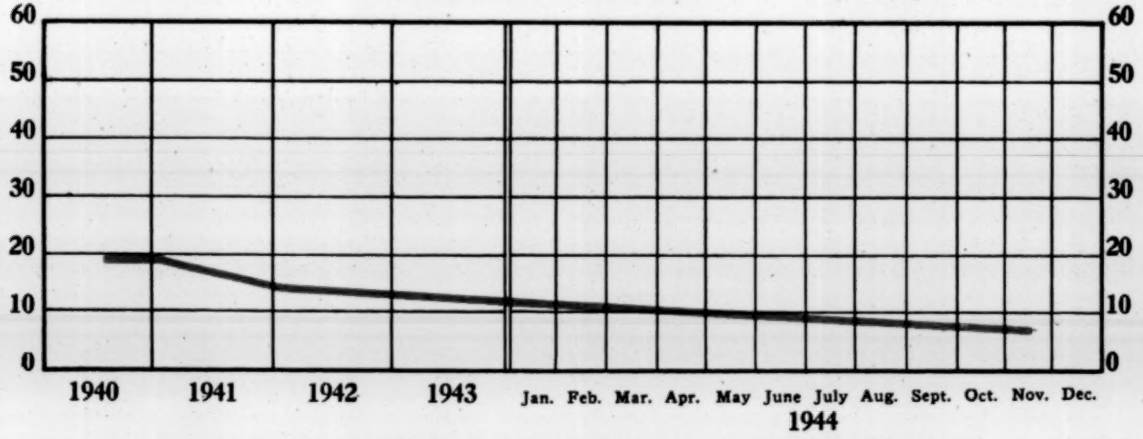
Lawrence OLIVIER

MARQUEE VALUE IN THIS AUDIT 6.9

RANK IN THIS AUDIT: Among actors

Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

Analysis of this star's rating by principal audience groups is not available for this report.

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

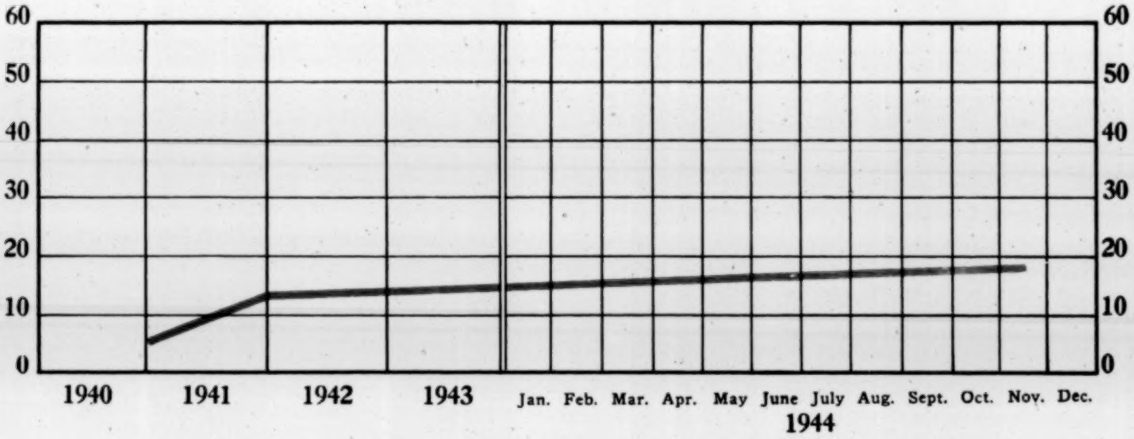
More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

John PAYNE

MARQUEE VALUE IN THIS AUDIT 18.6
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

Analysis of this star's rating by principal audience groups is not available for this report.

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

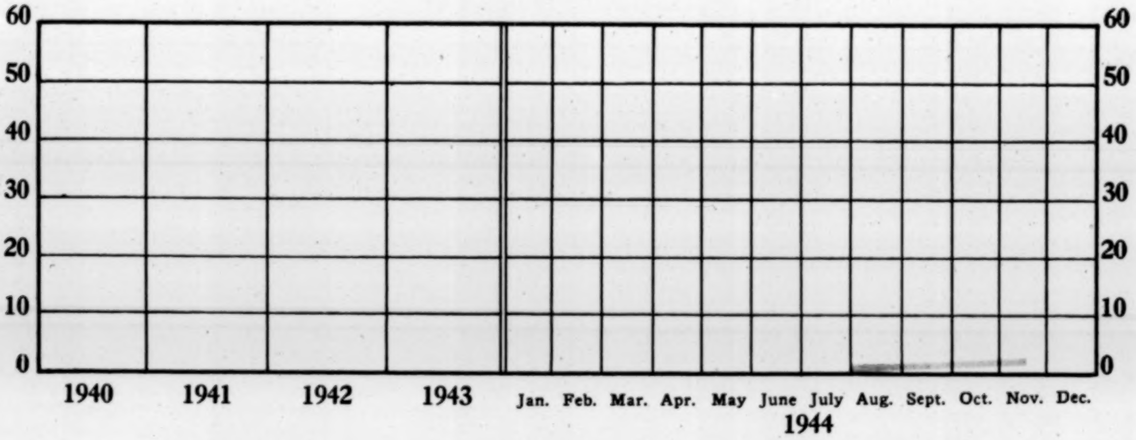
More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Gregory PECK

MARQUEE VALUE IN THIS AUDIT 3.2
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

Analysis of this star's rating by principal audience groups is not available for this report.

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

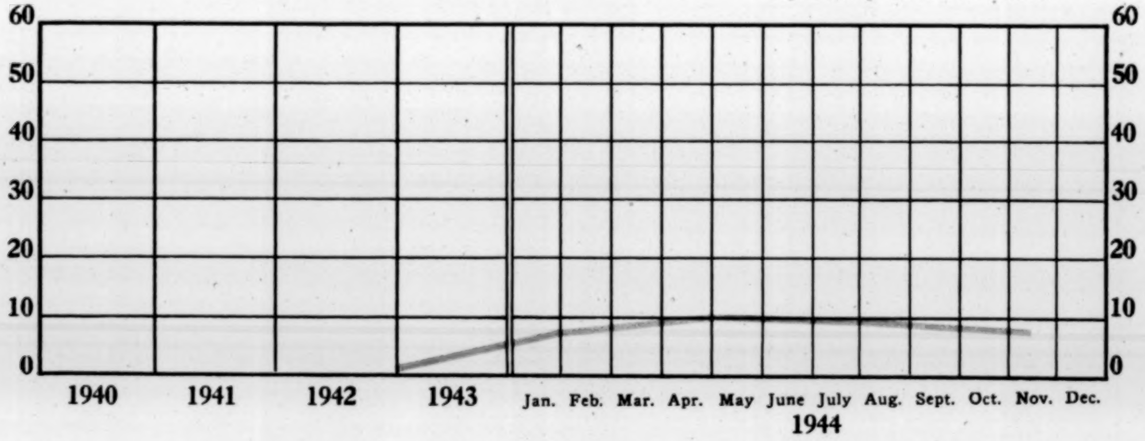
More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Susan PETERS

MARQUEE VALUE IN THIS AUDIT 7.4
RANK IN THIS AUDIT: Among actresses
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	5.4
FEMALES	8.2

AGE GROUPS

MALES: 12-17	4.3
18-30	6.6
31-up	4.5
FEMALES: 12-17	13.0
18-30	7.8
31-up	5.6

INCOME GROUPS

Upper and Middle	7.3
Lower	6.7

SIZE OF CITY

Over 500,000	6.6
100,000 to 500,000	7.1
10,000 to 100,000	5.2
Under 10,000	11.6

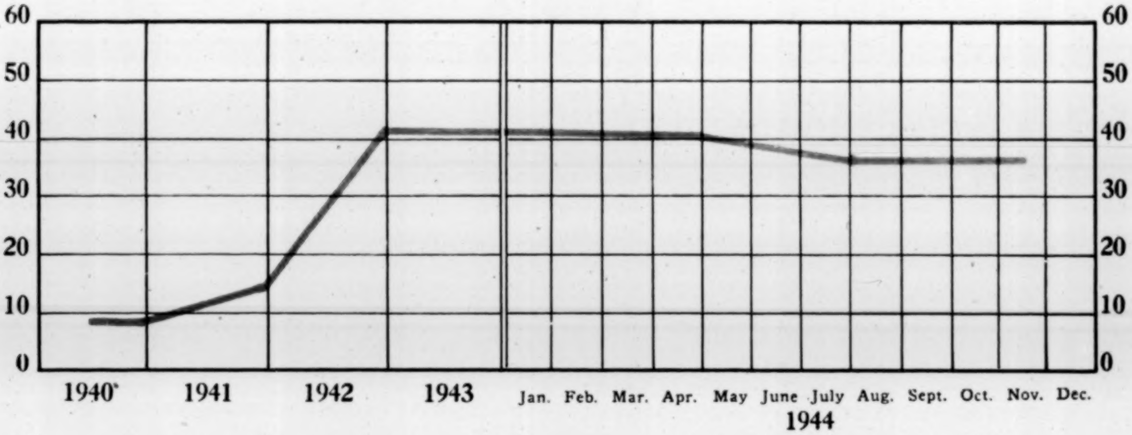
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	7.8
Once a Week	6.1
Less Than Once a Week	6.8

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Walter PIDGEON

MARQUEE VALUE IN THIS AUDIT 36.8
RANK IN THIS AUDIT: Among actors 8th
Among actors and actresses 11th



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	34.0
FEMALES	46.1

AGE GROUPS

MALES: 12-17	24.6
18-30	35.5
31-up	40.6
FEMALES: 12-17	29.8
18-30	48.0
31-up	55.8

INCOME GROUPS

Upper and Middle	51.2
Lower	34.3

SIZE OF CITY

Over 500,000	47.1
100,000 to 500,000	40.0
10,000 to 100,000	37.4
Under 10,000	37.8

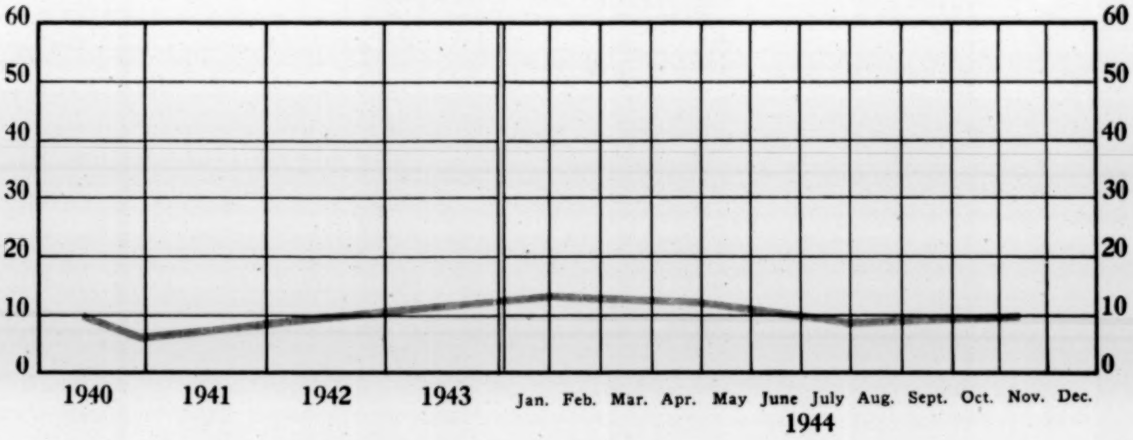
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	35.0
Once a Week	43.1
Less Than Once a Week	47.6

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

MARQUEE VALUE IN THIS AUDIT 10.0
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	15.1
FEMALES	11.6

AGE GROUPS

MALES: 12-17	14.0
18-30	12.8
31-up	19.5
FEMALES: 12-17	9.3
18-30	9.7
31-up	17.3

INCOME GROUPS

Upper and Middle	12.2
Lower	13.6

SIZE OF CITY

Over 500,000	9.0
100,000 to 500,000	13.9
10,000 to 100,000	14.5
Under 10,000	19.2

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

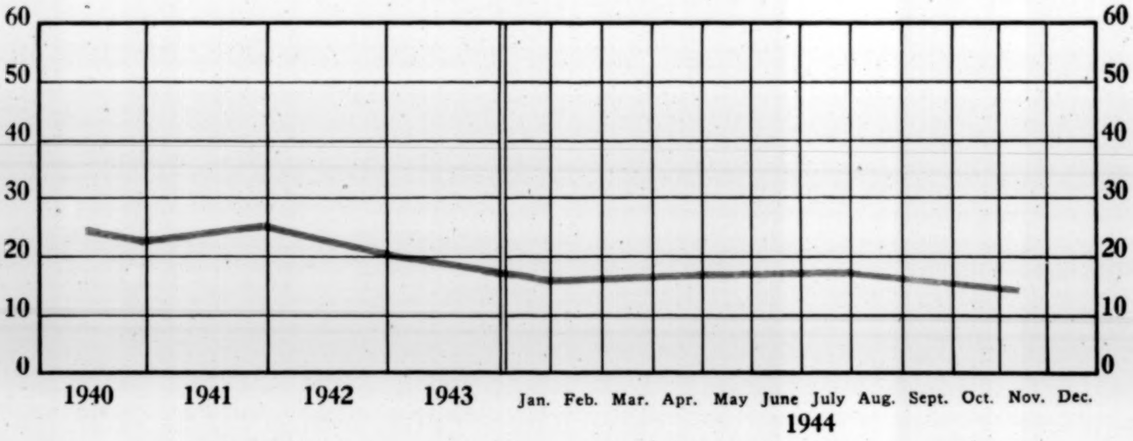
More Than Once a Week	12.0
Once a Week	13.7
Less Than Once a Week	12.9

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

William POWELL

MARQUEE VALUE IN THIS AUDIT 14.0
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	17.1
FEMALES	15.8

AGE GROUPS

MALES: 12-17	8.0
18-30	16.6
31-up	27.5
FEMALES: 12-17	1.7
18-30	15.2
31-up	28.8

INCOME GROUPS

Upper and Middle	19.5
Lower	13.8

SIZE OF CITY

Over 500,000	15.2
100,000 to 500,000	19.1
10,000 to 100,000	14.6
Under 10,000	15.6

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	12.2
Once a Week	15.4
Less Than Once a Week	22.0

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

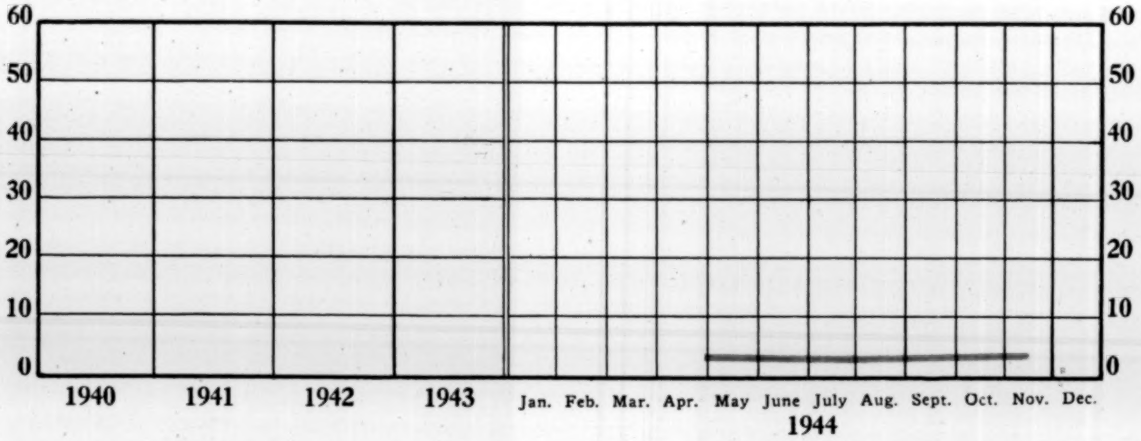
Ella RAINES

MARQUEE VALUE IN THIS AUDIT 2.7

RANK IN THIS AUDIT: Among actresses

Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

Analysis of this star's rating by principal audience groups is not available for this report.

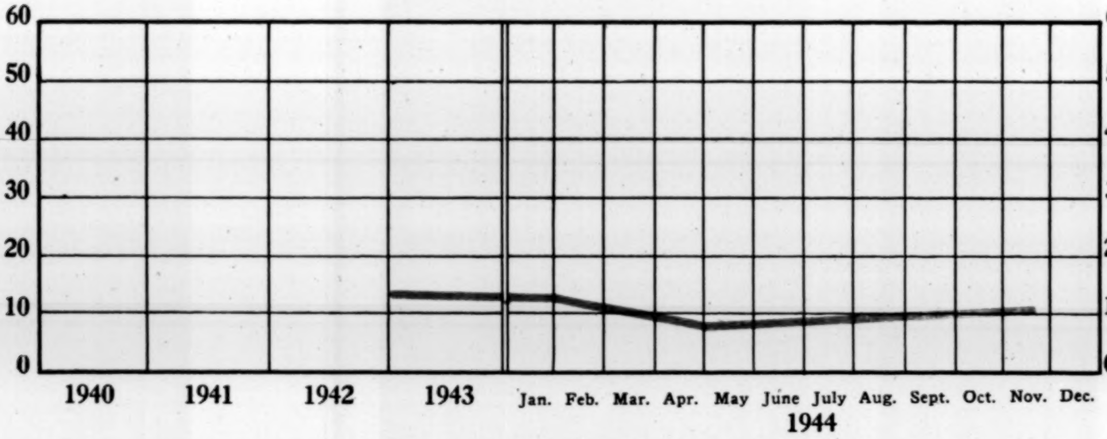
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

MARQUEE VALUE IN THIS AUDIT 10.3
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

Analysis of this star's rating by principal audience groups is not available for this report.

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

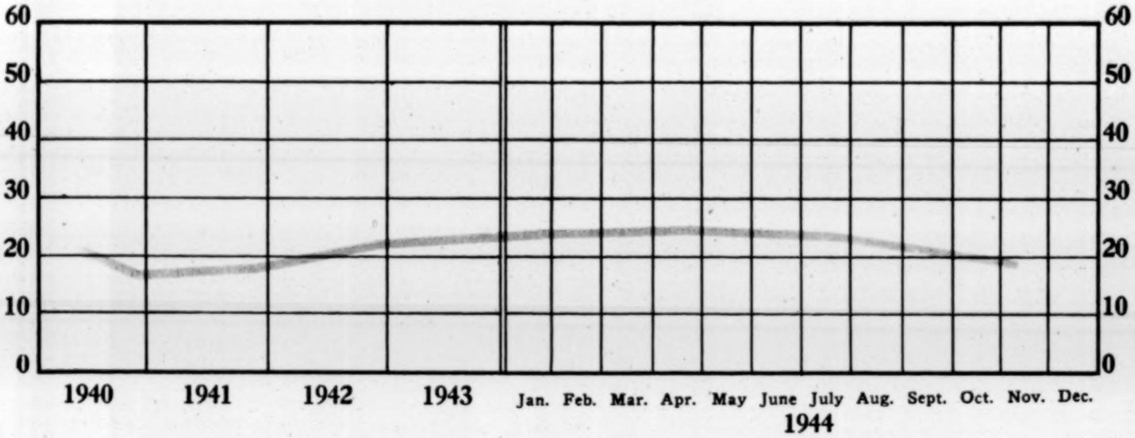
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

MARQUEE VALUE IN THIS AUDIT 17.8
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	34.7
FEMALES	18.2

AGE GROUPS

MALES: 12-17	34.7
18-30	33.8
31-up	37.5
FEMALES: 12-17	13.6
18-30	18.3
31-up	8.5

INCOME GROUPS

Upper and Middle	18.5
Lower	26.4

SIZE OF CITY

Over 500,000	22.7
100,000 to 500,000	21.1
10,000 to 100,000	23.9
Under 10,000	26.2

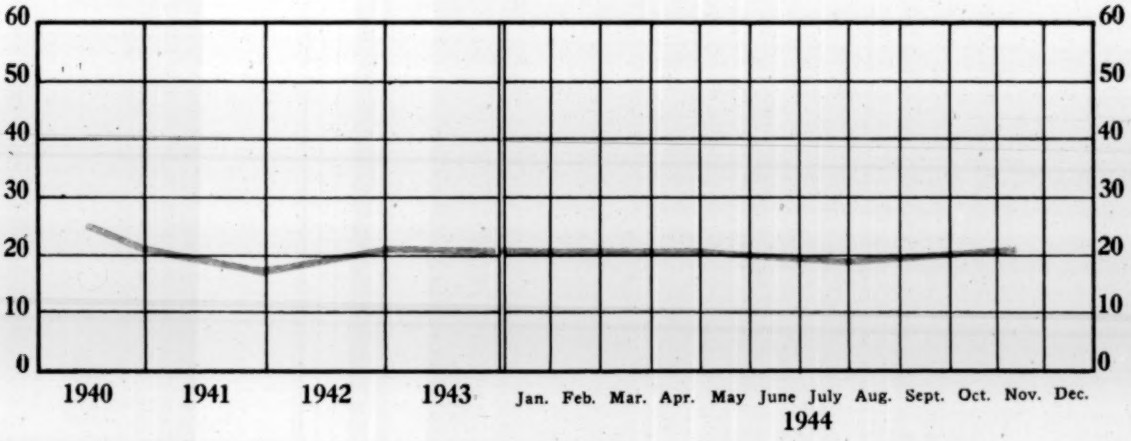
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	25.8
Once a Week	22.2
Less Than Once a Week	20.8

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Edward G. ROBINSON

MARQUEE VALUE IN THIS AUDIT 20.9
RANK IN THIS AUDIT: Among actors 21st
Among actors and actresses 28th



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	33.2
FEMALES	12.3

AGE GROUPS

MALES: 12-17	27.9
18-30	32.4
31-up	39.3
FEMALES: 12-17	6.0
18-30	9.6
31-up	23.4

INCOME GROUPS

Upper and Middle	21.2
Lower	20.0

SIZE OF CITY

Over 500,000	22.6
100,000 to 500,000	20.5
10,000 to 100,000	19.2
Under 10,000	16.9

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

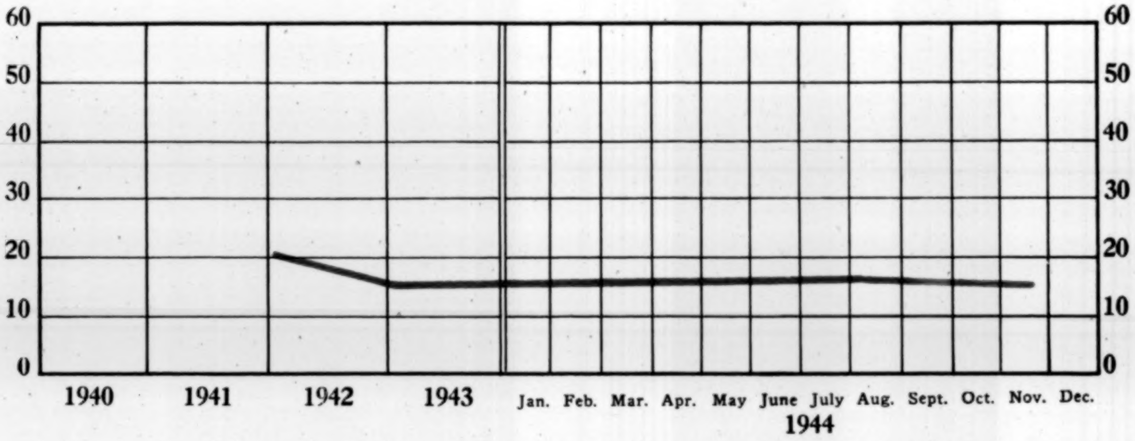
More Than Once a Week	19.0
Once a Week	20.4
Less Than Once a Week	22.6

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

(Eddie Anderson) ROCHESTER

MARQUEE VALUE IN THIS AUDIT 14.8
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

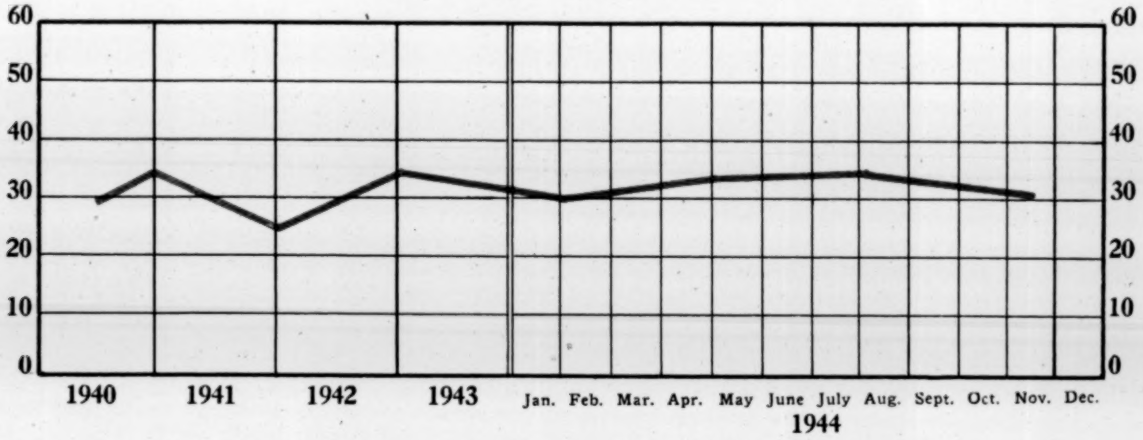
Analysis of this star's rating by principal audience groups is not available for this report.

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

MARQUEE VALUE IN THIS AUDIT 30.5
RANK IN THIS AUDIT: Among actresses 6th
Among actors and actresses 18th



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	28.3
FEMALES	31.8

AGE GROUPS

MALES: 12-17	19.8
18-30	28.4
31-up	36.0
FEMALES: 12-17	24.8
18-30	33.2
31-up	33.7

INCOME GROUPS

Upper and Middle	30.7
Lower	30.1

SIZE OF CITY

Over 500,000	27.8
100,000 to 500,000	32.6
10,000 to 100,000	29.0
Under 10,000	34.6

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	28.9
Once a Week	28.5
Less Than Once a Week	34.0

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

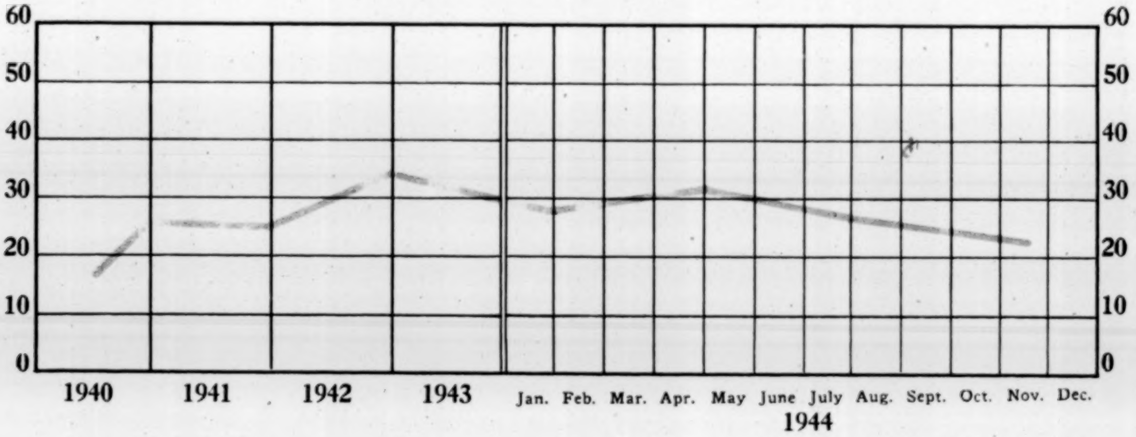
Rosalind RUSSELL

MARQUEE VALUE IN THIS AUDIT 21.4

RANK IN THIS AUDIT: Among actresses

Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	17.8
FEMALES	34.4

AGE GROUPS

MALES: 12-17	10.7
18-30	18.9
31-up	22.9
FEMALES: 12-17	22.8
18-30	36.2
31-up	40.1

INCOME GROUPS

Upper and Middle	33.7
Lower	23.2

SIZE OF CITY

Over 500,000	30.0
100,000 to 500,000	32.7
10,000 to 100,000	23.3
Under 10,000	20.7

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

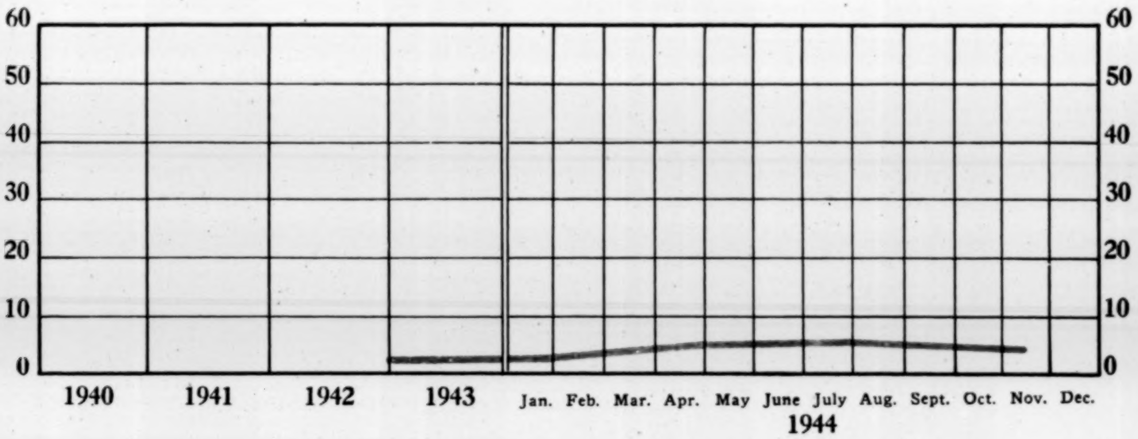
More Than Once a Week	23.8
Once a Week	28.2
Less Than Once a Week	32.3

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Robert RYAN

MARQUEE VALUE IN THIS AUDIT 3.4
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	3.6
FEMALES	1.1

AGE GROUPS

MALES: 12-17	4.4
18-30	2.3
31-up	3.9
FEMALES: 12-17	4.1
18-30	0.8
31-up	0.3

INCOME GROUPS

Upper and Middle	2.1
Lower	2.0

SIZE OF CITY

Over 500,000	2.0
100,000 to 500,000	1.5
10,000 to 100,000	2.4
Under 10,000	2.9

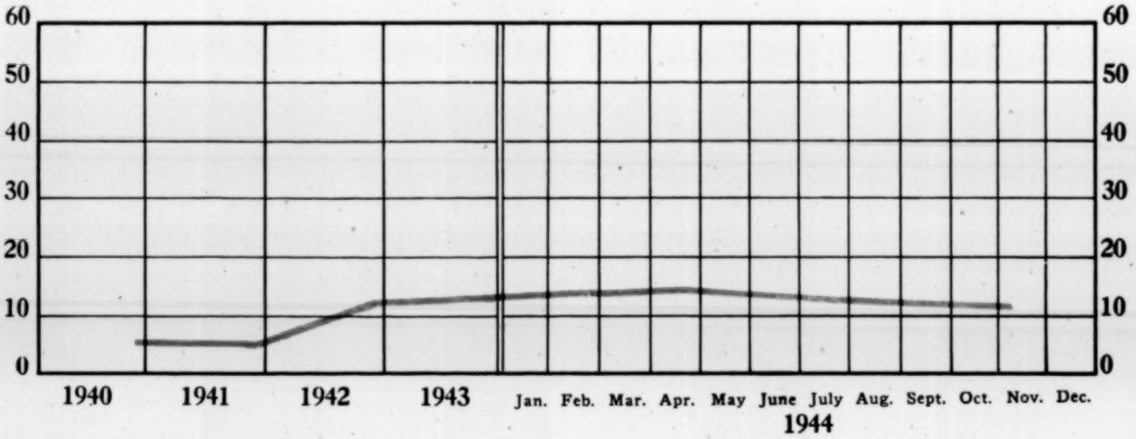
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	2.7
Once a Week	1.3
Less Than Once a Week	2.3

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

MARQUEE VALUE IN THIS AUDIT 11.0
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	15.2
FEMALES	13.6

AGE GROUPS

MALES: 12-17	9.7
18-30	18.2
31-up	14.3
FEMALES: 12-17	6.2
18-30	18.0
31-up	9.2

INCOME GROUPS

Upper and Middle	17.3
Lower	11.8

SIZE OF CITY

Over 500,000	21.5
100,000 to 500,000	12.1
10,000 to 100,000	9.3
Under 10,000	8.6

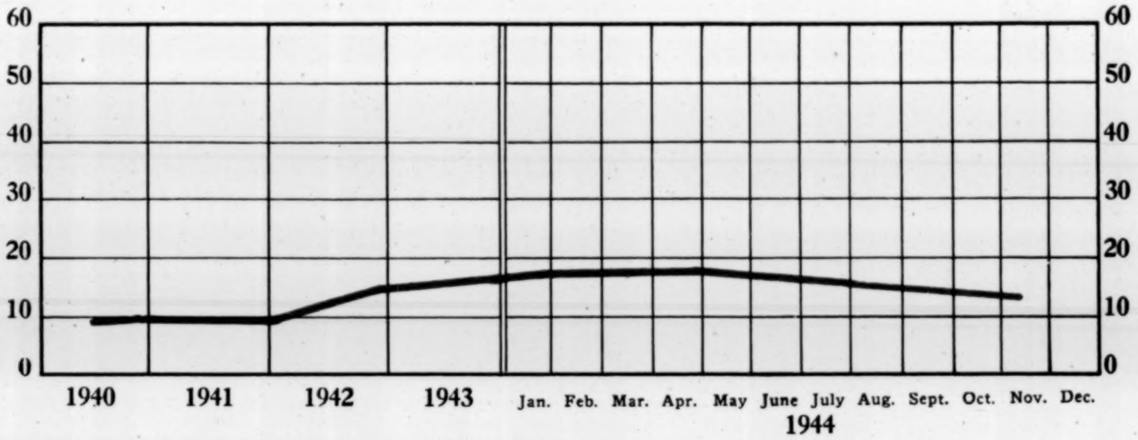
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	15.0
Once a Week	13.6
Less Than Once a Week	13.3

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

MARQUEE VALUE IN THIS AUDIT 13.0
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	20.6
FEMALES	14.8

AGE GROUPS

MALES: 12-17	27.0
18-30	19.8
31-up	16.6
FEMALES: 12-17	15.6
18-30	15.1
31-up	14.1

INCOME GROUPS

Upper and Middle	14.9
Lower	18.9

SIZE OF CITY

Over 500,000	16.5
100,000 to 500,000	13.2
10,000 to 100,000	20.8
Under 10,000	18.0

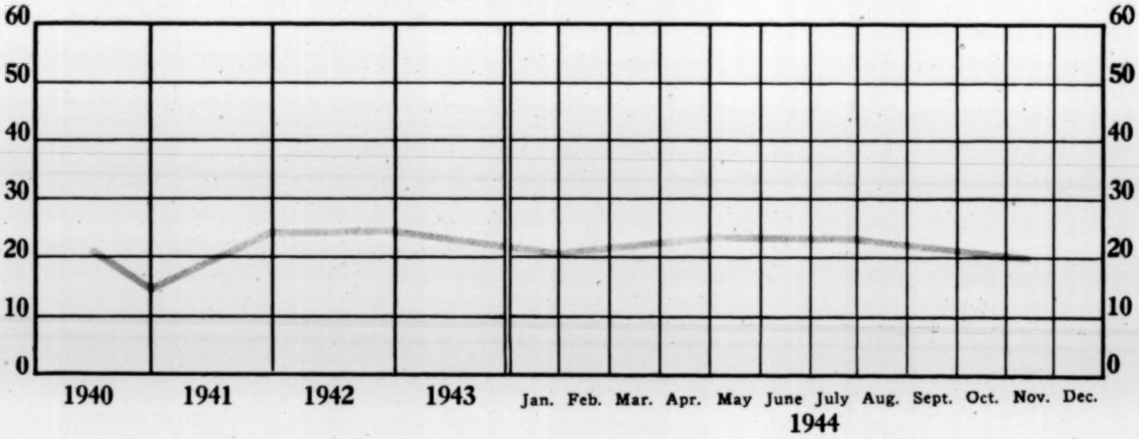
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	18.4
Once a Week	18.8
Less Than Once a Week	13.3

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

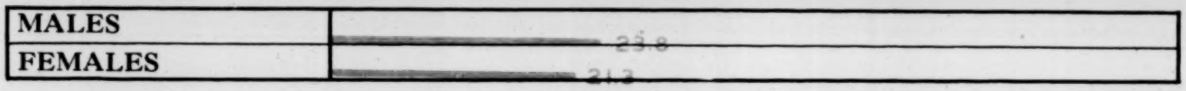
MARQUEE VALUE IN THIS AUDIT 21.3
RANK IN THIS AUDIT: Among actresses
Among actors and actresses

This player not among the top thirty in total rank.

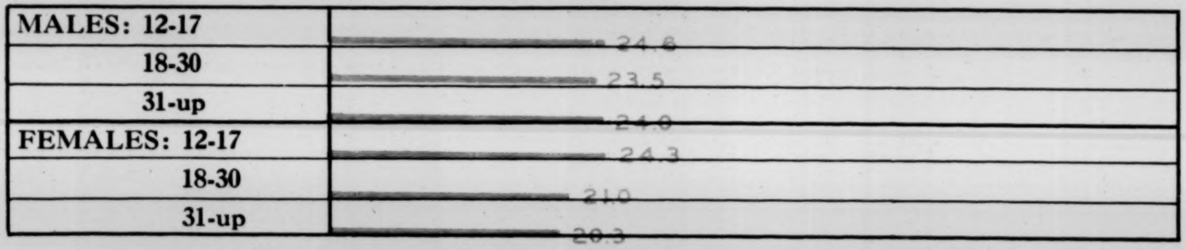


MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

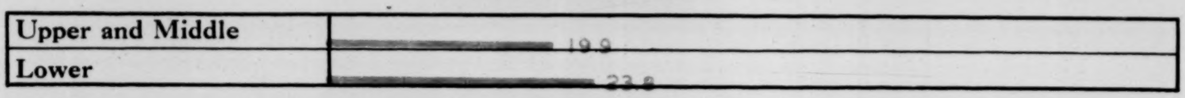
(This analysis is based on the first Audit in each year)



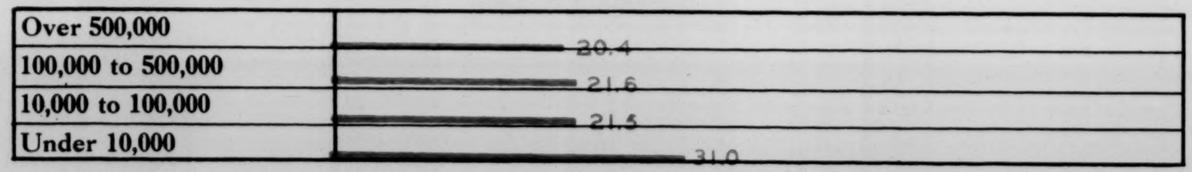
AGE GROUPS



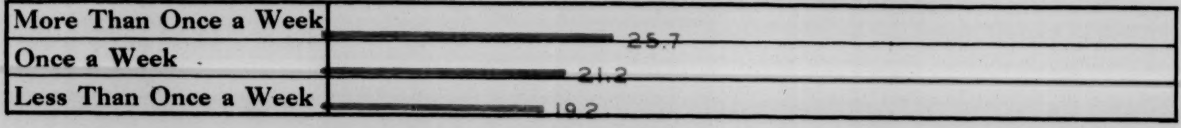
INCOME GROUPS



SIZE OF CITY



FREQUENCY OF ATTENDANCE AT MOTION PICTURES

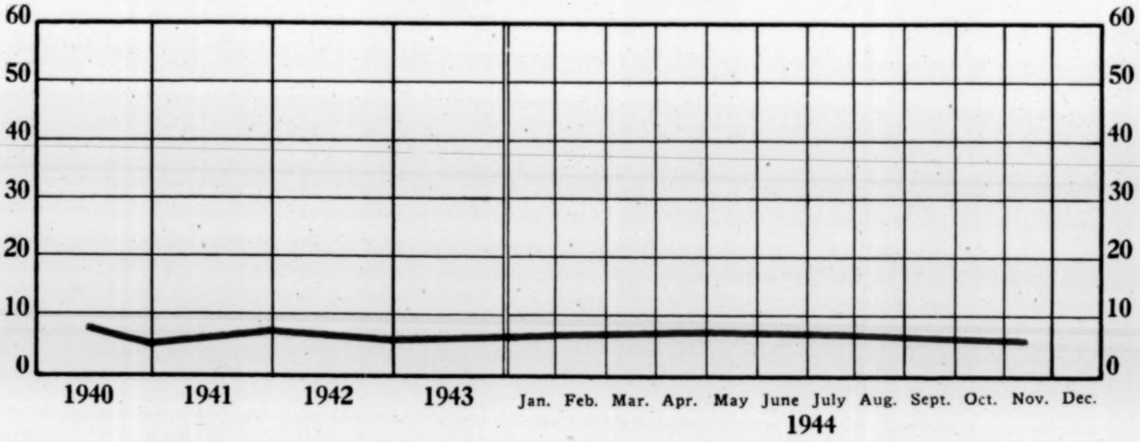


These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Anne SHIRLEY

MARQUEE VALUE IN THIS AUDIT 4.1
RANK IN THIS AUDIT: Among actresses
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	4.7
FEMALES	5.7

AGE GROUPS

MALES: 12-17	5.1
18-30	4.0
31-up	5.3
FEMALES: 12-17	7.5
18-30	5.1
31-up	6.0

INCOME GROUPS

Upper and Middle	4.5
Lower	6.7

SIZE OF CITY

Over 500,000	4.4
100,000 to 500,000	6.4
10,000 to 100,000	5.4
Under 10,000	8.4

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

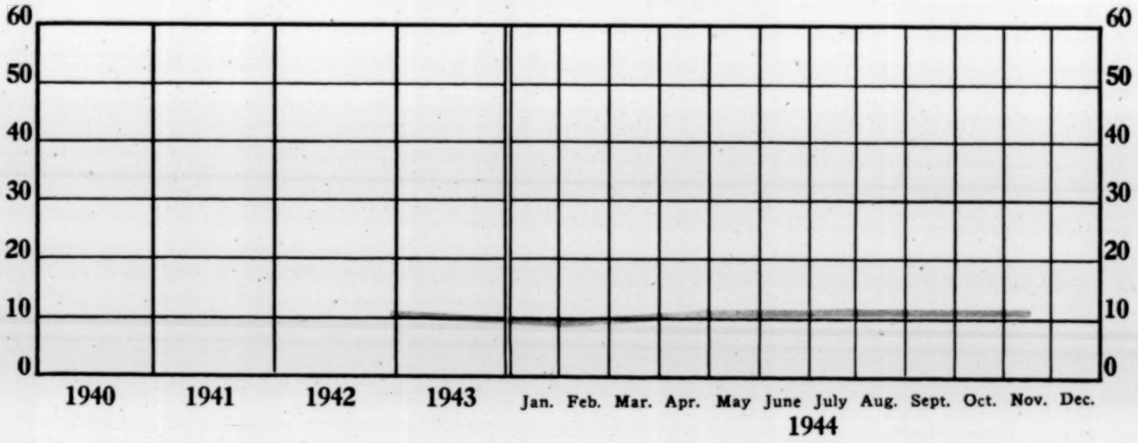
More Than Once a Week	6.2
Once a Week	5.1
Less Than Once a Week	5.9

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Dinah SHORE

MARQUEE VALUE IN THIS AUDIT 11.1
RANK IN THIS AUDIT: Among actresses
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	8.3
FEMALES	10.1

AGE GROUPS

MALES: 12-17	7.4
18-30	9.6
31-up	6.6
FEMALES: 12-17	11.5
18-30	10.3
31-up	8.6

INCOME GROUPS

Upper and Middle	8.1
Lower	10.1

SIZE OF CITY

Over 500,000	7.8
100,000 to 500,000	12.2
10,000 to 100,000	7.2
Under 10,000	11.0

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

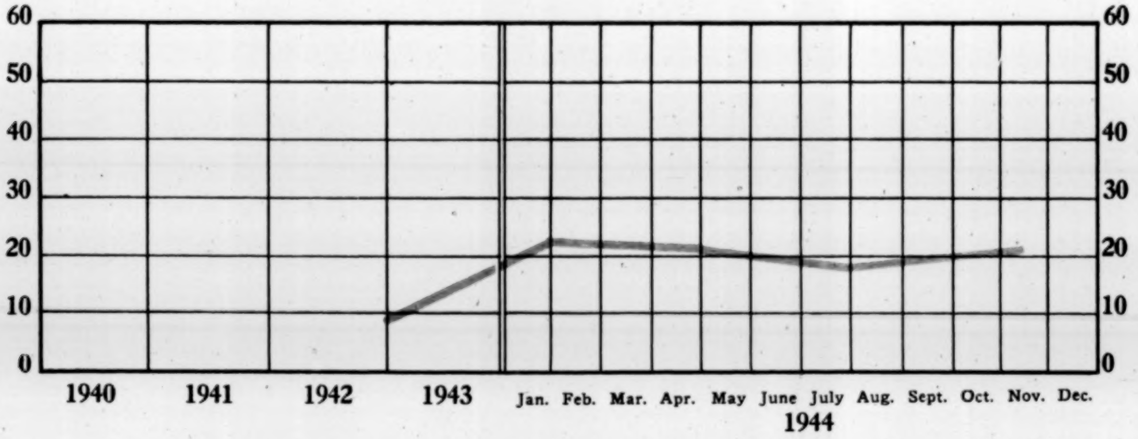
More Than Once a Week	9.0
Once a Week	9.3
Less Than Once a Week	9.5

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Frank SINATRA

MARQUEE VALUE IN THIS AUDIT 20.9
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	13.3
FEMALES	28.6

AGE GROUPS

MALES: 12-17	21.4
18-30	11.3
31-up	9.4
FEMALES: 12-17	48.9
18-30	29.8
31-up	11.3

INCOME GROUPS

Upper and Middle	18.3
Lower	25.7

SIZE OF CITY

Over 500,000	17.7
100,000 to 500,000	27.7
10,000 to 100,000	24.0
Under 10,000	26.1

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

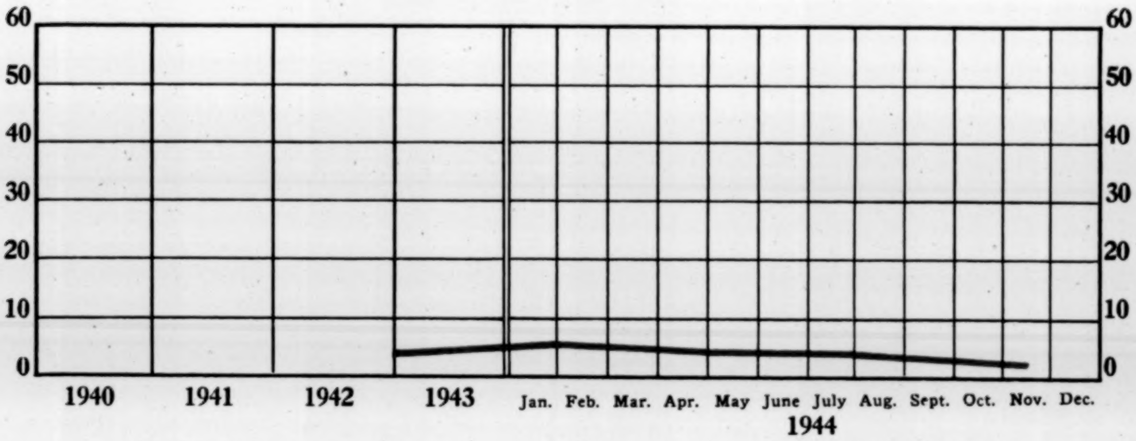
More Than Once a Week	24.9
Once a Week	21.4
Less Than Once a Week	21.1

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Alexis SMITH

MARQUEE VALUE IN THIS AUDIT 3.8
RANK IN THIS AUDIT: Among actresses
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	6.9
FEMALES	4.7

AGE GROUPS

MALES: 12-17	6.3
18-30	8.6
31-up	3.9
FEMALES: 12-17	8.9
18-30	3.5
31-up	4.3

INCOME GROUPS

Upper and Middle	5.1
Lower	5.7

SIZE OF CITY

Over 500,000	6.9
100,000 to 500,000	5.7
10,000 to 100,000	4.7
Under 10,000	1.9

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

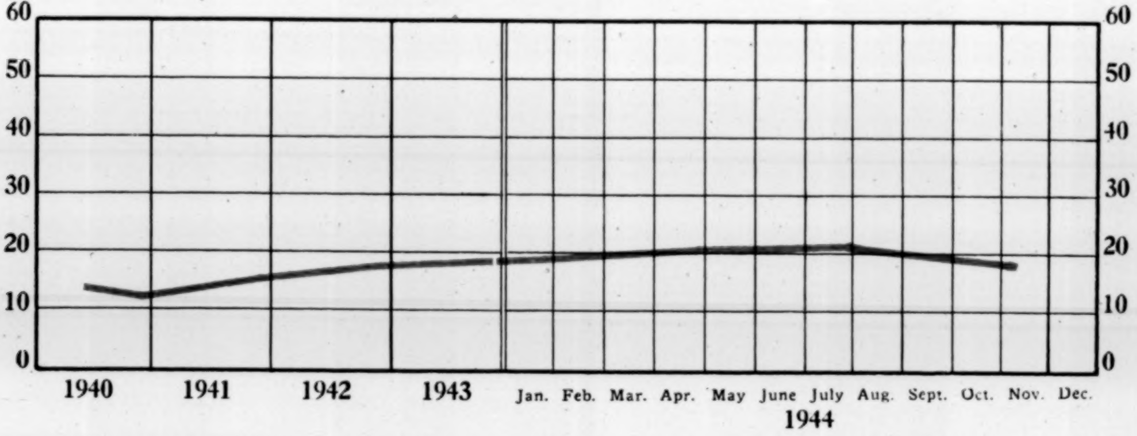
More Than Once a Week	7.1
Once a Week	4.6
Less Than Once a Week	4.5

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

MARQUEE VALUE IN THIS AUDIT 17.9

RANK IN THIS AUDIT: Among actresses
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	19.9
FEMALES	17.0

AGE GROUPS

MALES: 12-17	17.5
18-30	18.9
31-up	23.9
FEMALES: 12-17	19.8
18-30	17.0
31-up	14.8

INCOME GROUPS

Upper and Middle	17.1
Lower	19.0

SIZE OF CITY

Over 500,000	15.2
100,000 to 500,000	19.3
10,000 to 100,000	19.5
Under 10,000	20.6

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

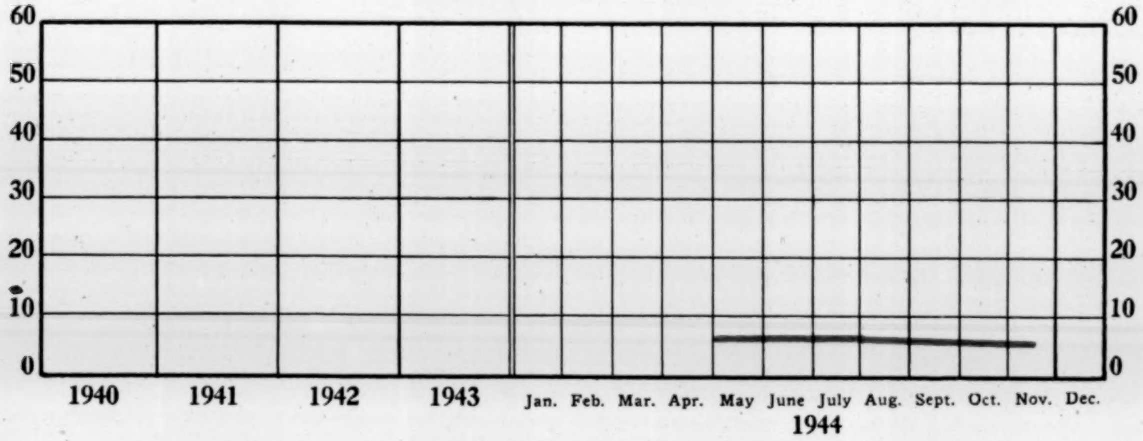
More Than Once a Week	20.4
Once a Week	16.6
Less Than Once a Week	17.3

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Risë STEVENS

MARQUEE VALUE IN THIS AUDIT 4.4
RANK IN THIS AUDIT: Among actresses
Among actors and actresses

This player not among the
top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

Analysis of this star's rating by principal audience groups is not available for this report.

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

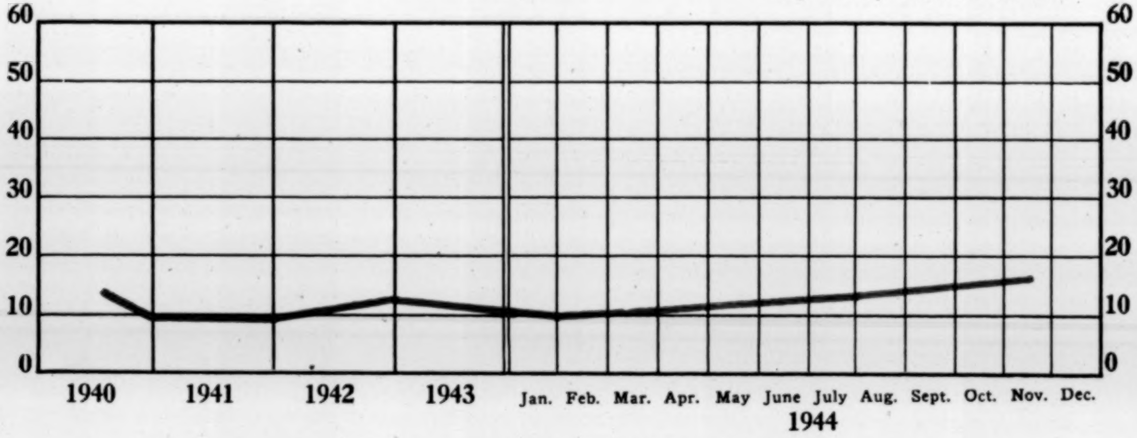
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

MARQUEE VALUE IN THIS AUDIT 14.0
RANK IN THIS AUDIT: Among actresses
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	7.6
FEMALES	8.8

AGE GROUPS

MALES: 12-17	10.5
18-30	5.1
31-up	10.4
FEMALES: 12-17	13.0
18-30	6.3
31-up	11.6

INCOME GROUPS

Upper and Middle	6.8
Lower	9.3

SIZE OF CITY

Over 500,000	5.7
100,000 to 500,000	10.9
10,000 to 100,000	7.7
Under 10,000	10.4

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

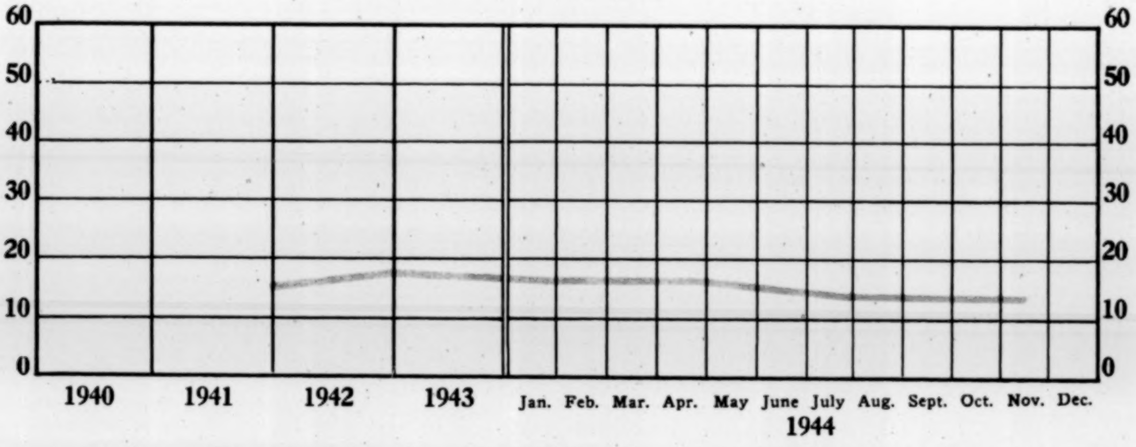
More Than Once a Week	6.5
Once a Week	9.3
Less Than Once a Week	9.2

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Gene TIERNEY

MARQUEE VALUE IN THIS AUDIT 13.1
RANK IN THIS AUDIT: Among actresses
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	18.9
FEMALES	14.1

AGE GROUPS

MALES: 12-17	22.5
18-30	21.8
31-up	10.9
FEMALES: 12-17	21.7
18-30	13.5
31-up	9.3

INCOME GROUPS

Upper and Middle	13.9
Lower	17.6

SIZE OF CITY

Over 500,000	12.1
100,000 to 500,000	18.8
10,000 to 100,000	19.7
Under 10,000	14.7

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	18.5
Once a Week	16.4
Less Than Once a Week	13.0

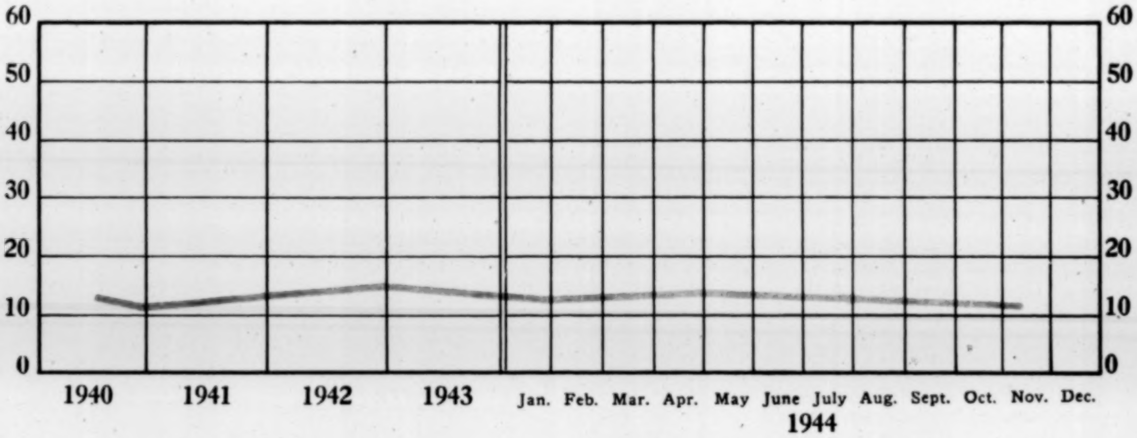
These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

MARQUEE VALUE IN THIS AUDIT 10.8

RANK IN THIS AUDIT: Among actors

Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	10.0
FEMALES	13.6

AGE GROUPS

MALES: 12-17	6.9
18-30	10.7
31-up	11.3
FEMALES: 12-17	11.2
18-30	12.5
31-up	18.1

INCOME GROUPS

Upper and Middle	13.6
Lower	10.9

SIZE OF CITY

Over 500,000	12.6
100,000 to 500,000	12.6
10,000 to 100,000	11.3
Under 10,000	10.0

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

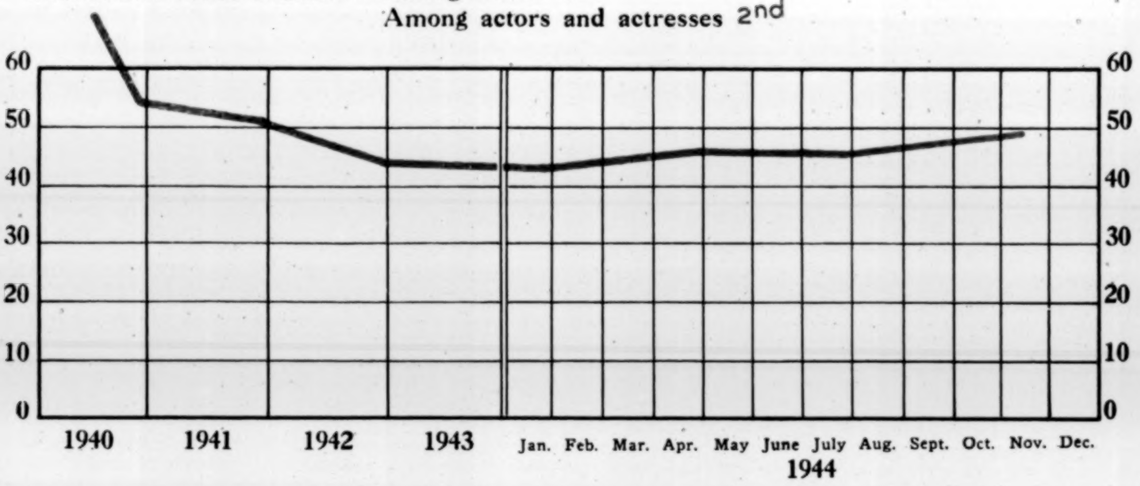
More Than Once a Week	10.5
Once a Week	12.5
Less Than Once a Week	13.4

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

MARQUEE VALUE IN THIS AUDIT 48.8

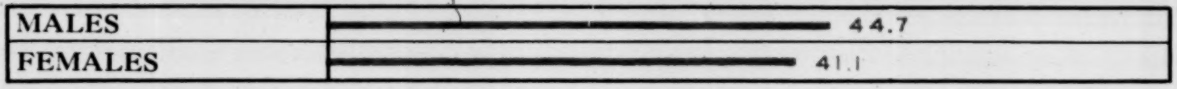
RANK IN THIS AUDIT: Among actors 2nd

Among actors and actresses 2nd

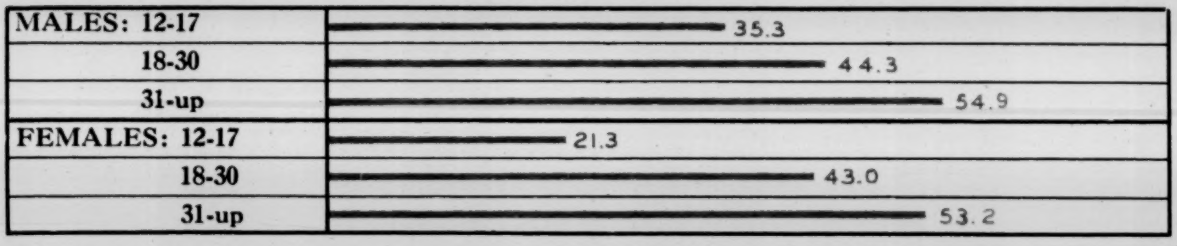


MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

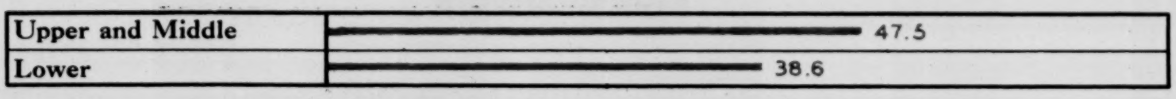
(This analysis is based on the first Audit in each year)



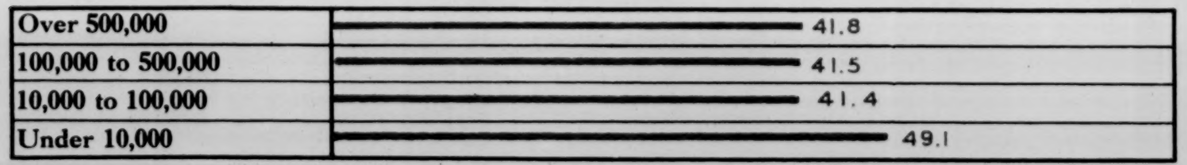
AGE GROUPS



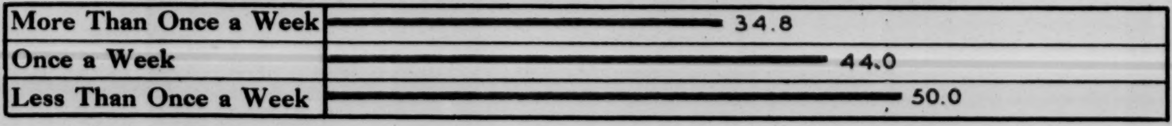
INCOME GROUPS



SIZE OF CITY



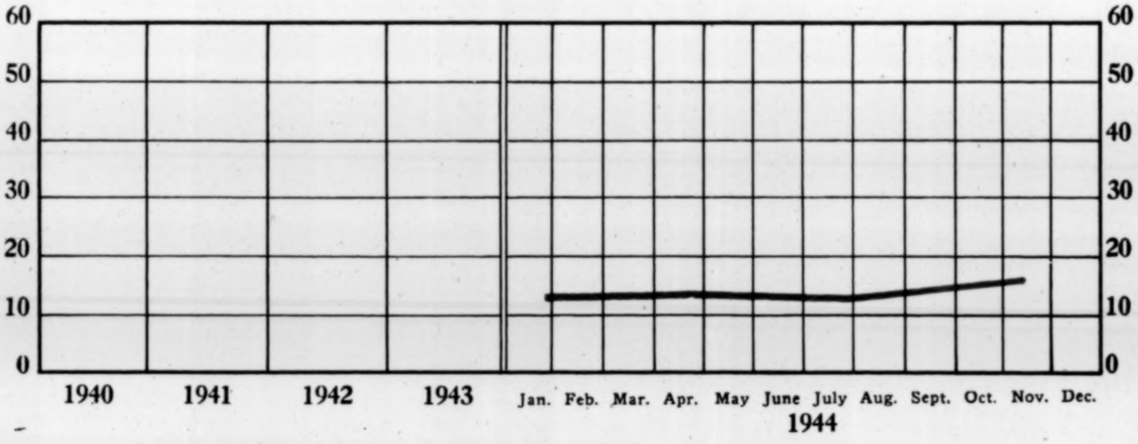
FREQUENCY OF ATTENDANCE AT MOTION PICTURES



These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

MARQUEE VALUE IN THIS AUDIT 17.3
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	9.9
FEMALES	15.7

AGE GROUPS

MALES: 12-17	9.3
18-30	10.7
31-up	8.8
FEMALES: 12-17	19.1
18-30	15.5
31-up	13.4

INCOME GROUPS

Upper and Middle	14.4
Lower	12.7

SIZE OF CITY

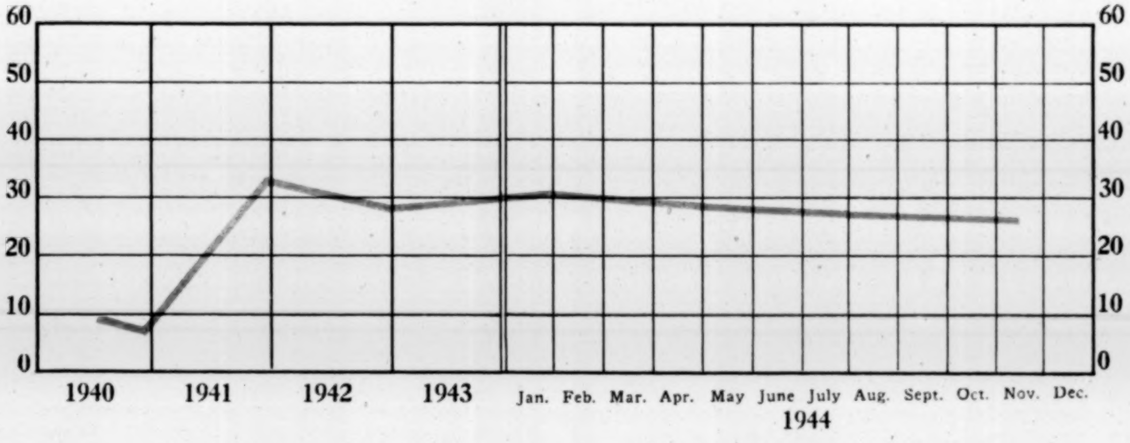
Over 500,000	10.5
100,000 to 500,000	13.3
10,000 to 100,000	19.0
Under 10,000	10.5

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	17.5
Once a Week	9.6
Less Than Once a Week	13.6

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

MARQUEE VALUE IN THIS AUDIT 28.0
RANK IN THIS AUDIT: Among actresses 8th
Among actors and actresses 21st



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	34.2
FEMALES	27.9

AGE GROUPS

MALES: 12-17	39.4
18-30	37.7
31-up	22.5
FEMALES: 12-17	39.9
18-30	27.7
31-up	20.0

INCOME GROUPS

Upper and Middle	26.0
Lower	33.7

SIZE OF CITY

Over 500,000	26.6
100,000 to 500,000	31.0
10,000 to 100,000	32.7
Under 10,000	34.7

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

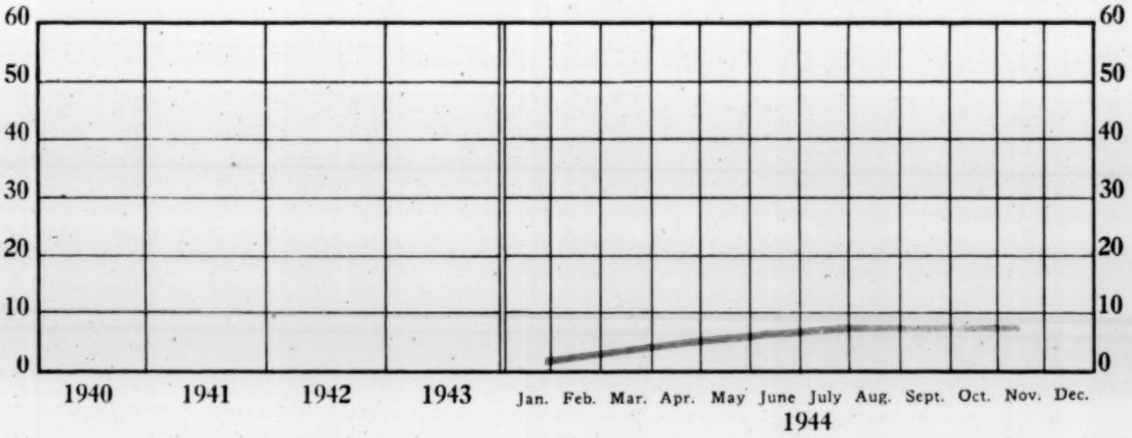
More Than Once a Week	38.6
Once a Week	30.0
Less Than Once a Week	21.4

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Robert WALKER

MARQUEE VALUE IN THIS AUDIT 8.9
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	1.3
FEMALES	2.7

AGE GROUPS

MALES: 12-17	0.2
18-30	2.3
31-up	1.2
FEMALES: 12-17	4.1
18-30	3.0
31-up	1.1

INCOME GROUPS

Upper and Middle	1.7
Lower	2.4

SIZE OF CITY

Over 500,000	2.4
100,000 to 500,000	2.6
10,000 to 100,000	1.5
Under 10,000	3.5

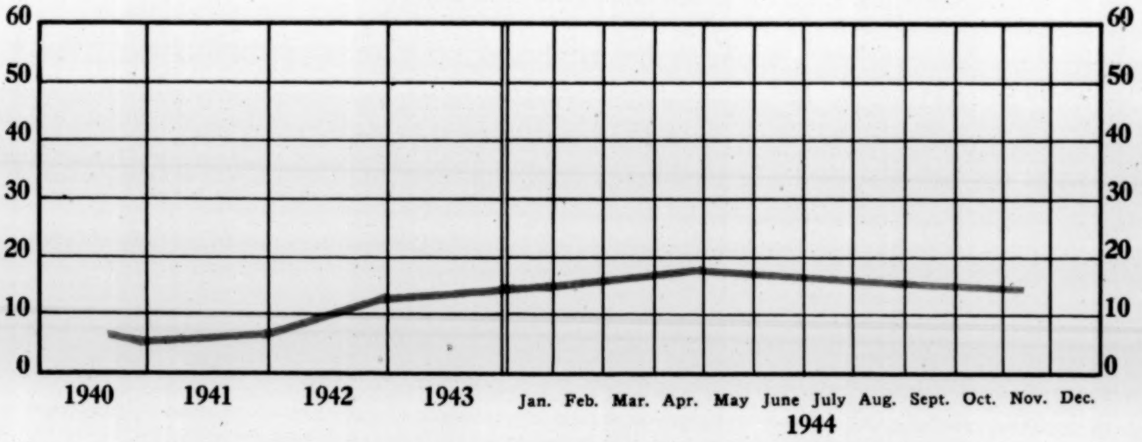
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	2.5
Once a Week	0.6
Less Than Once a Week	3.1

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

MARQUEE VALUE IN THIS AUDIT 15.7
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	16.4
FEMALES	16.4

AGE GROUPS

MALES: 12-17	21.9
18-30	18.9
31-up	7.6
FEMALES: 12-17	22.2
18-30	17.1
31-up	10.5

INCOME GROUPS

Upper and Middle	13.0
Lower	18.9

SIZE OF CITY

Over 500,000	12.6
100,000 to 500,000	17.6
10,000 to 100,000	18.2
Under 10,000	20.0

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

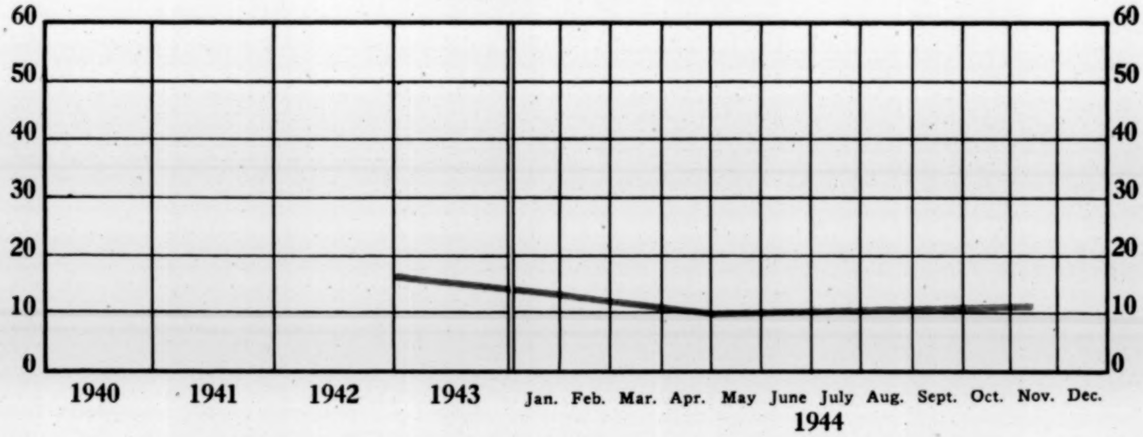
More Than Once a Week	22.7
Once a Week	14.2
Less Than Once a Week	10.8

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

Monty WOOLLEY

MARQUEE VALUE IN THIS AUDIT 11.2
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	14.0
FEMALES	13.0

AGE GROUPS

MALES: 12-17	12.0
18-30	14.3
31-up	15.2
FEMALES: 12-17	8.9
18-30	13.3
31-up	15.6

INCOME GROUPS

Upper and Middle	18.8
Lower	9.5

SIZE OF CITY

Over 500,000	17.5
100,000 to 500,000	12.8
10,000 to 100,000	11.0
Under 10,000	8.5

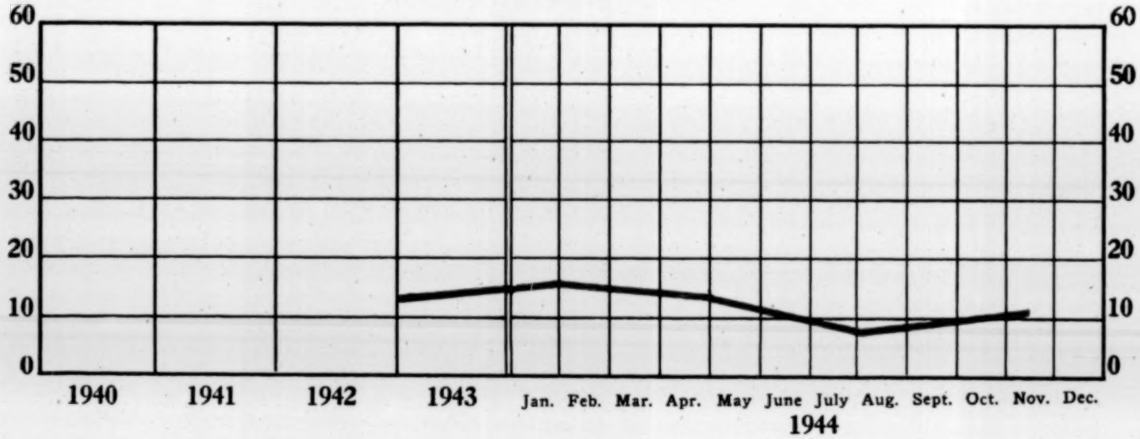
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	11.1
Once a Week	12.7
Less Than Once a Week	16.6

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

MARQUEE VALUE IN THIS AUDIT 11.8
RANK IN THIS AUDIT: Among actresses
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	11.5
FEMALES	21.0

AGE GROUPS

MALES: 12-17	8.7
18-30	13.5
31-up	11.0
FEMALES: 12-17	19.9
18-30	23.5
31-up	16.2

INCOME GROUPS

Upper and Middle	20.5
Lower	15.0

SIZE OF CITY

Over 500,000	19.0
100,000 to 500,000	16.0
10,000 to 100,000	15.5
Under 10,000	17.2

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	17.4
Once a Week	16.9
Less Than Once a Week	17.4

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

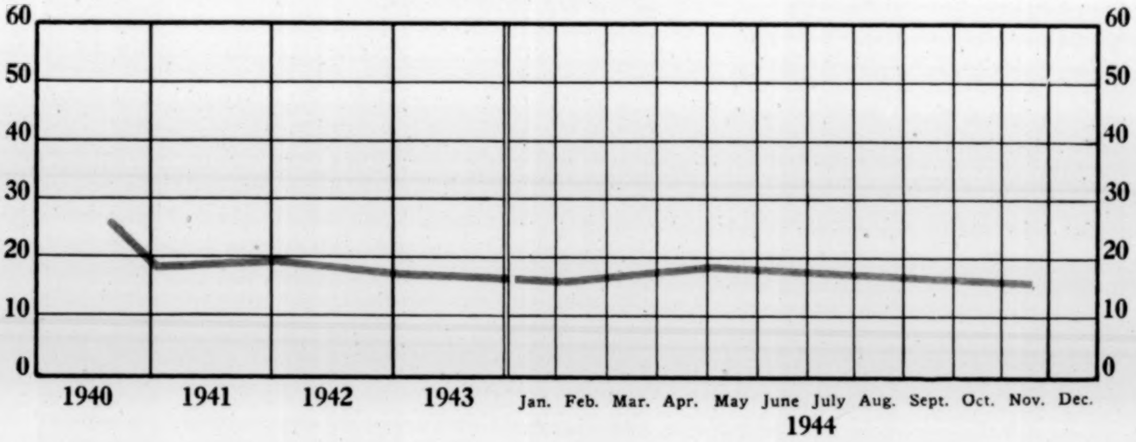
Loretta YOUNG

MARQUEE VALUE IN THIS AUDIT 15.7

RANK IN THIS AUDIT: Among actresses

Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	
FEMALES	

AGE GROUPS

MALES: 12-17	
18-30	
31-up	
FEMALES: 12-17	
18-30	
31-up	

INCOME GROUPS

Upper and Middle	
Lower	

SIZE OF CITY

Over 500,000	
100,000 to 500,000	
10,000 to 100,000	
Under 10,000	

Analysis of this star's rating by principal audience groups is not available for this report.

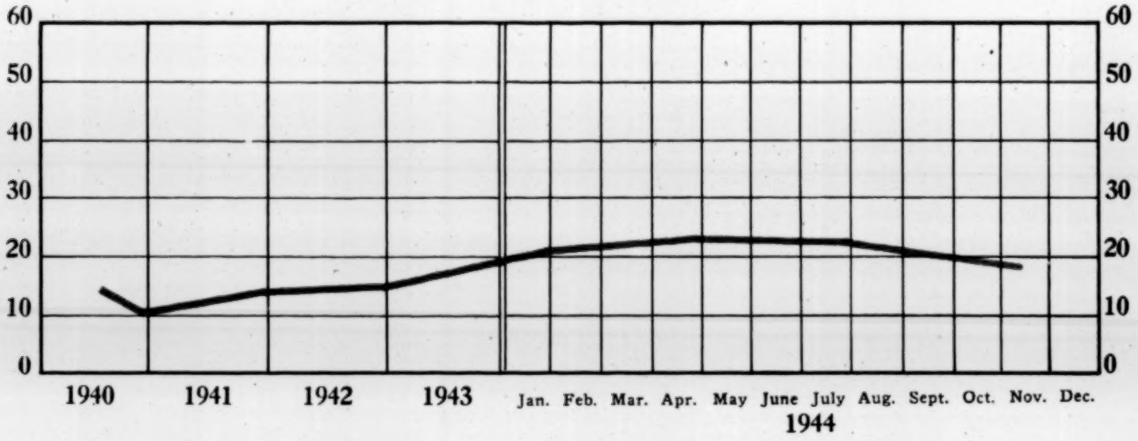
FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	
Once a Week	
Less Than Once a Week	

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

MARQUEE VALUE IN THIS AUDIT 18.5
RANK IN THIS AUDIT: Among actors
Among actors and actresses

This player not among the top thirty in total rank.



MARQUEE VALUE BY PRINCIPAL AUDIENCE GROUPS

(This analysis is based on the first Audit in each year)

MALES	20.3
FEMALES	22.9

AGE GROUPS

MALES: 12-17	14.9
18-30	19.6
31-up	26.7
FEMALES: 12-17	17.8
18-30	24.8
31-up	22.1

INCOME GROUPS

Upper and Middle	23.2
Lower	20.6

SIZE OF CITY

Over 500,000	19.6
100,000 to 500,000	24.5
10,000 to 100,000	21.9
Under 10,000	20.7

FREQUENCY OF ATTENDANCE AT MOTION PICTURES

More Than Once a Week	19.8
Once a Week	23.6
Less Than Once a Week	21.9

These charts show the percentage of ticket-buyers interviewed in each group who say that the name of this player on the front of a theatre would make them want to buy a ticket.

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Princeton - New York - Hollywood

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